WHEEL OF FORTUNE GROWING PAINS COSBY SHOW WHO'S THE BOSS

No. 266 October 1986

MAD

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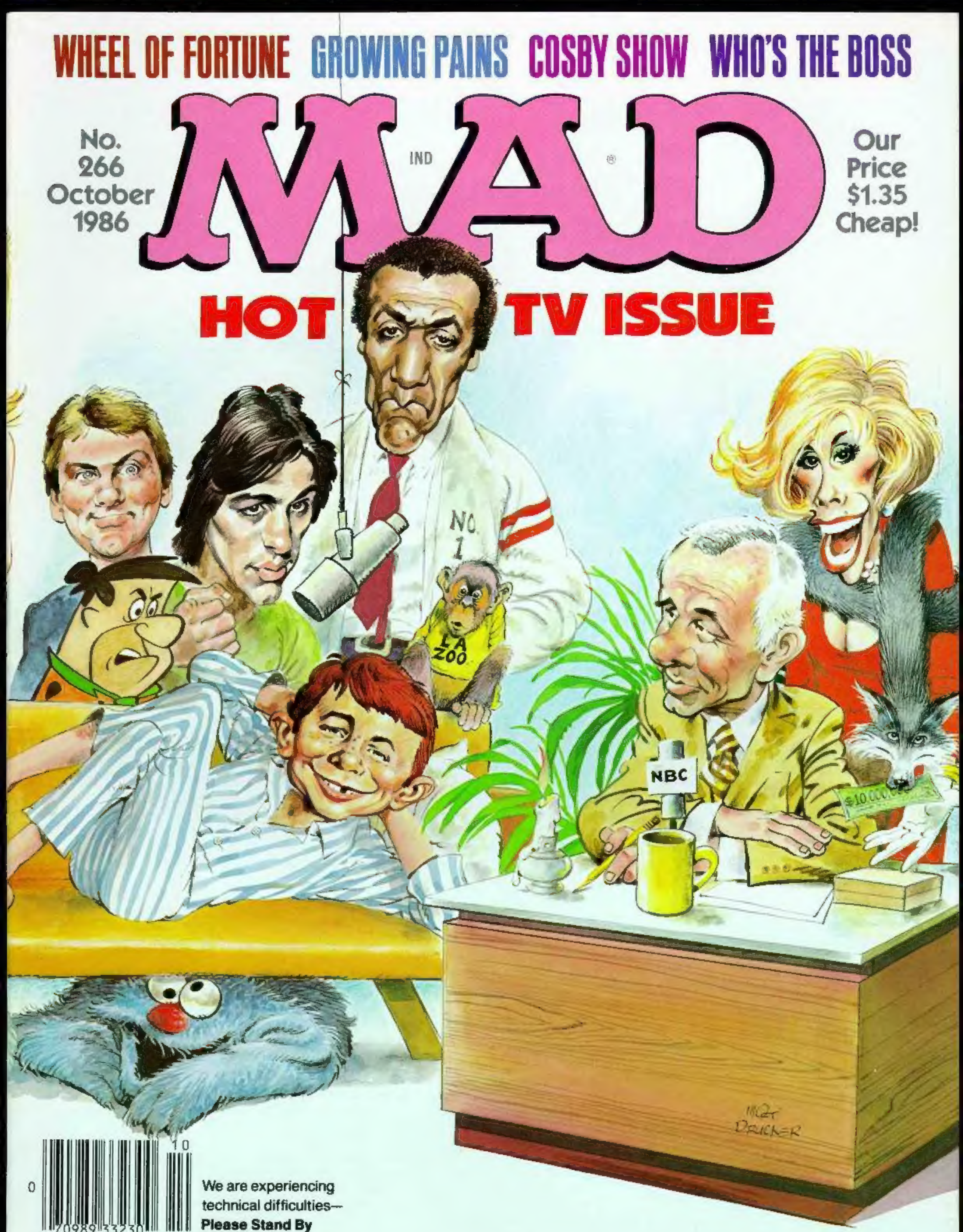
HOT TV ISSUE



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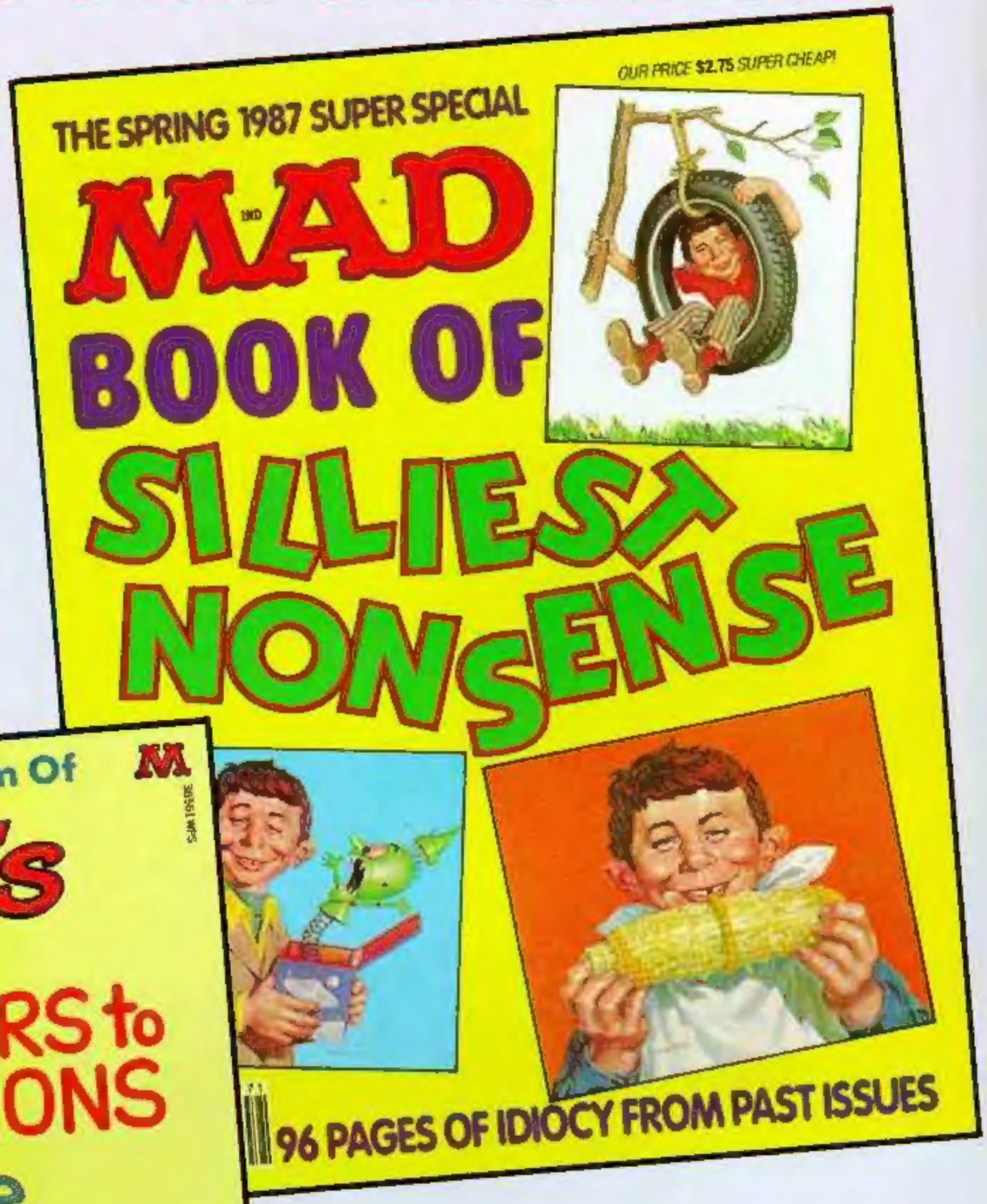

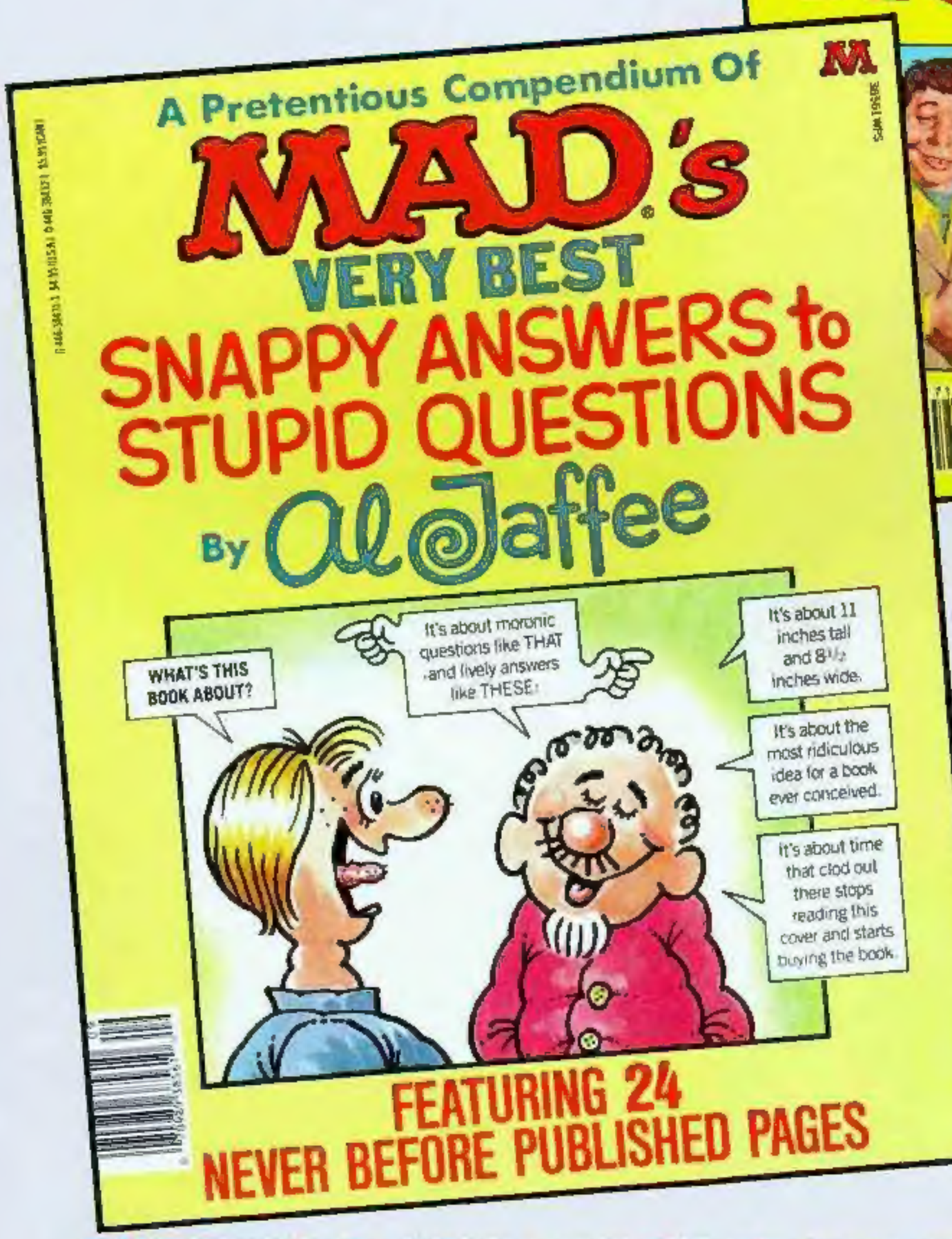
A Pretentious Compendium Of
MAD's
VERY BEST
SNAPPY ANSWERS to STUPID QUESTIONS
By Al Jaffee
WHAT'S THIS BOOK ABOUT?
It's about moronic questions like THAT and lively answers like THESE!
It's about 11 inches tall and 8½ inches wide.
It's about the most ridiculous idea for a book ever conceived.
It's about time that clod out there stops reading this cover and starts buying the book.
FEATURING 24
NEVER BEFORE PUBLISHED PAGES

Then, you'll choke on this stomach-turning collection of Gaggy Comebacks!

THROW UP YOUR CASH AT NEWSSTANDS EVERYWHERE!

NUMBER 266 OCTOBER 1986

MAD

"It's no wonder politicians don't listen to their conscience. They don't want to take advice from a total stranger." —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
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GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: MORT DRUCKER COVER IDEA: THE EDITORS

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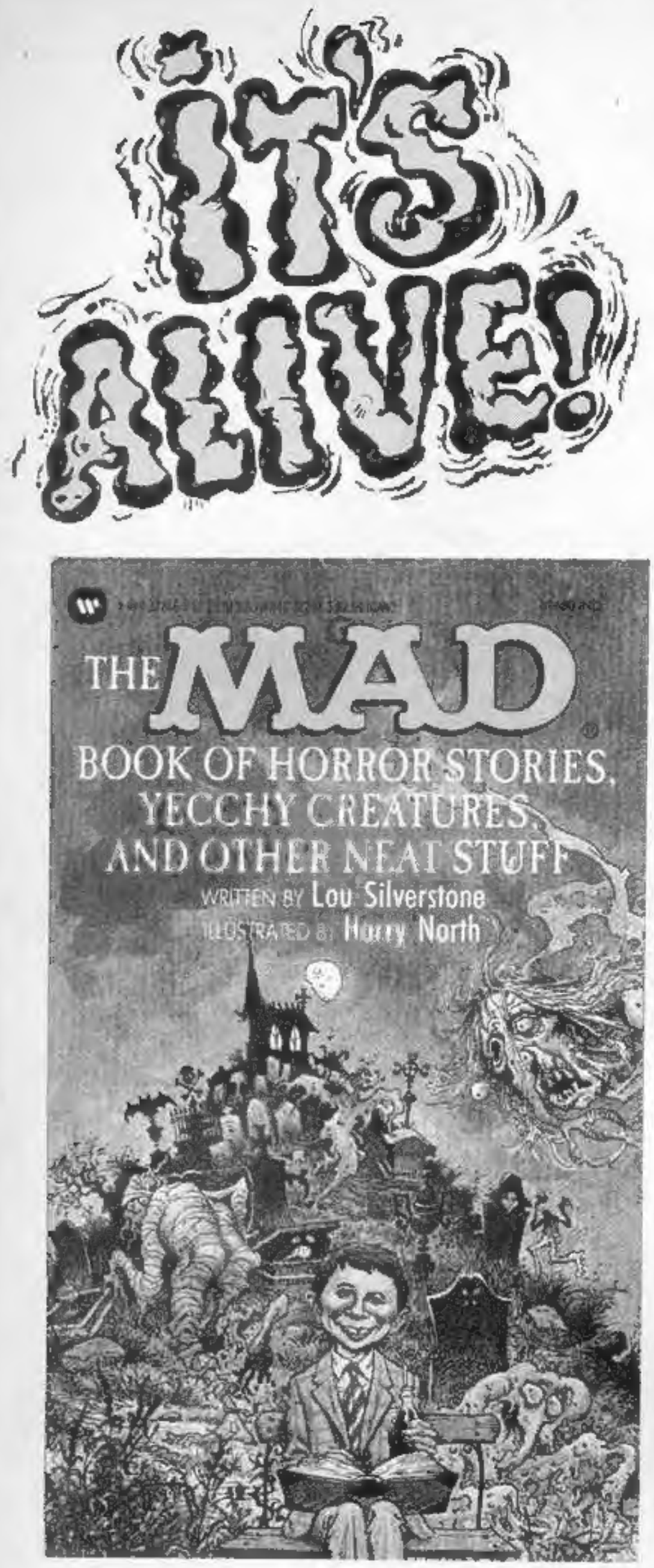

"CRITTER'S RAVE!"

"I Howled!"
—Wolfman

"Talk about Monstrosities!"
—Dr. Frankenstein

"It Sucks!"
—Dracula

LURKING AT A BOOKSTORE NEAR YOU!
OWN IT BY COFFIN UP SOME MONEY!

LETTERS AND TOMATOES DEPT.

"MOONFIGHTING"

I enjoyed your TV Satire "Moonfighting." This show puts to rest the old ventriloquist's rule which states that the act will best succeed by using only *one* dummy!

Tom Takach
St. Petersburg, FL

WRESTLING WITH OUR COVERS

Regarding the cover and contents of MAD #264: I'm tired of seeing Hulk "Blabbermouth" Hogan! Please don't picture him in MAD anymore!

Brian Barnett
N. Huntingdon, PA

If you think Hulk is a blabbermouth, then what have you got to say about Joan Rivers on this month's cover?—Ed.

A COUPLE OF GEMS

As the writers of "The Jewel Of The Nile," we were relaxing in our office when none other than mysterious Arab Omar Khalifa barged in, tied us up and committed the most heinous of crimes... he made us read "The Fool Of The Nile" in MAD #263!! Please save us from this slow death! We can't last much longer!

Mark Rosenthal
Larry Konner
Marina Del Rey, CA

"ALL-WHITE SONG"

I read your "All-White Song" and I think it was rude to make fun of blacks like you did. There are a lot of funny things in MAD and you don't have to put down an entire race of people to get laughs. You make a real good magazine without all that stuff in it.

Jamie Copeland
Townville, PA

I just read your parody "All-White Song." It's good to see MAD is still tackling tough issues by taking a strong stand against apartheid. The only sad thing is there are probably some idiots out there who don't understand satire and will accuse you of being bigoted yourselves. As a longtime MAD fan, I love having a few good laughs at the expense of dictators, fanatics and racists!

Lou Pisani
Pompano Beach, FL

LET HE WHO IS WITHOUT SIN CAST THE FIRST STALLONE

Bravo to your satire "When The Rambo Influence Spreads Everywhere" in MAD #264. Thank goodness MY country isn't symbolized by a bloodthirsty, musclebound dope with a gutteral vocabulary!

D.L.
Alberta, Canada

How quickly we forget Maggie Trudeau! —Ed.

ELEMENTARY READING

I think MAD magazine is the best magazine ever made, but Playboy and Penthouse are almost as good. I am a fourth grader at St. Raphael School.

Justin Smith
Springfield, OH

Hmmm...What are the third graders reading?—Ed.

Jewel Of The Nile writers Rosenthal and Konner enjoy (?) MAD with the help of Omar Khalifa (actor Spiros Focas).

A MAD INFLUENCE ON YOUTH?

Your magazine has had a wonderful effect on my son. Because of all the political references he didn't understand, he now watches the evening news. From learning about current events, he can now understand the satire in MAD. I read it too, and think MAD is an underrated publication deserving of more recognition!

Julie McClure
Bradenton, FL

Thanks for your kind letter. We do feel, however, that since your son is 32, he should be picking up the political references on his own.—Ed.

UNMISTAKABLY MAD

You morons finally had a mathematically correct article! In "Why 999 Shoppers Out Of 1,000 Never Collect Those Manufacturers' Rebates" all of the numbers actually add up to 999! I couldn't believe it! Congratulations on what must be a first!

Matt Cohen
Frederick, MD

That's right, Matt, we've finally cleaned up our act and you won't be seeing any more mistakes in these pages, Moo Hah!—Ed.

THE ENVELOPE PLEASE...

When someone at MAD wins an award, we think it's a big deal. Mort Drucker, our own master of movie satires, recently beat out 77 other artists to win the National Cartoonists Society's prestigious Reuben Award for his work in MAD! Congratulations, Mort, and like we said—Big deal!

Drucker draws himself

MORON MAIL

In Al Jaffee's "Snappy Answers To Stupid Questions In A Video Rental Store," when the customer asked if the films were dirty, the clerk should have replied "No, we had them dry cleaned this morning!"

Robert Erck
Lombard, IL

Al didn't use that line, Robert, because MAD is a *humor* magazine.—Ed.

RELATIVELY SPEAKING

On your letters page in MAD #265 (Sept. '86) the last letter was from a girl named Laura Elizabeth Bucci. I happen to know she is William Gaines's granddaughter! When is blatant nepotism like this in MAD going to stop?

Corey Jonathan Mifsud
York, PA

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MR. MOM-A MIA DEPT.

You may think that in the world of network television, ABC stands for the "American Broadcasting Company." But judging by one of its current shows, ABC must really mean "Another Boring Comedy"! This alleged sitcom is all about a career woman, her ex-jock housekeeper, and her sexpot mother. All three are equals–they're all idiots! So, no matter who's in charge, can't we say that the...

My name is **Toenail Missilly!** In dis house, I do all da **cookin', cleanin', washin', ironin',** and **baby-sittin'. Dat's** how I stay in such **good shape!** Not from da **work,** but from **defendin' myself** from da **name-callin'** when I tell my **street buddies** I cook, clean, wash, iron and baby-sit for a livin'! Dose guys say I only got **brawn,** but they're wrong! I got **muscles,** too!

I'm **Angina Bowser,** a very successful advertising **executive,** and I'm **proud** to be a **working woman!** I'm living **proof** that women don't have to **stay at home** and do **menial, unrewarding housework!** I'm proof that women can do something **really important**--like hiring a **man** to do their **menial, unrewarding housework!**

I'm Angina's mother, **Moona Robinthecradle!** My philosophy on **men** can be summed up in one word: **YES!!!** I don't want to say that I'm **preoccupied** with **sex,** but why don't you stop reading this balloon and **kiss me!**

WHO'S THE BOSS? ME! BRUCE SPRINGSTEEN

BULKAMANIA

MR. MOM

STICK

LITTLE CHARLEY'S MEDIUM-HOT CALAMARE SAUCE

VONGOLE

MARINARA

OLIO

I'm Angina's son, **Jogathan!** I'm **glad** my mother hired Toenail 'cause he's **better** than any **father** I ever heard of! When I get a **C+** in school, Toenail says he's so **proud** to have a real **"Einstein"** living in the house!

I'm Toenail's daughter, **Cementha Missilly!** Connecticut is a lot **different** from the neighborhood my father grew up in! He left **crime, pollution,** people throwing **garbage** out the **windows** and **street gangs** to move up here. But that says **a lot** about my father! **Giving up** the things he **likes best** just for us!

STICKBALL

DUST BELT

BROOM COUNTY

BENCHLEY

Electro-lox and Bagels

TEEN HUNK

BRUCE DRUCKER

BOOB'S THE BOSS?

ARTIST: MORT DRUCKER WRITER: DENNIS SNEE

Hi **Angina,** how was **work** today?

Terrible! I just wasn't **myself** all day! I was **moody, irritable,** and I needed a decision on that new account and the **president** of the agency was **out to lunch!**

But Angina, **you're** da **president** of da agency!

I know that! But I **told you,** I was **out to lunch!**

Angina, I'm **glad** you're home! As a **concerned mother,** I've got to talk to you about how **insensitive** and **unresponsive** Toenail has been.

What are you talking **about?** Toenail responds to **Jog-athan** just like a **real father** would.

I'm talking about **responding** to **me!** I put on a **sexy** skirt and asked him if I **moved** anything in him. He said, yeah, I made his **skin crawl!**

We learned all about the **Irish potato famine** in school today.

Oh, I know about **dat!** It's when all the **potatoes starved** to **death.**

No, Dad...**Dis-ease** wiped out the **potato crop** and all the **people** starved to death!

Yeah, well dat just **proves we Italians** are too **smart** for dat! How many times you ever heard of **disease** wipin' out the **spaghetti crop?!**

SOURCE BOOK I

SAUCE BOOK

Angina, I'm gettin' real **frustrated** livin' in the same house with you and not bein' able to...you know..."**get together.**" You're a good-lookin' **woman!** I want our relationship to be more like **a husband** and **wife.**

Well, Toenail, if you **insist!** From now on we'll be like husband and wife. **I'll** nag **you** about the house always being a mess, and **you'll** always have a **headache!**

"LIGHT MY FIRE!" BY WAY, JOSE FELICIANO

The Doors

Angina, c'mon in! Dese are my **poker palsanos!** Meet **Sal** the **Stevedore, Pasta Paull, Big Nick, Little Nick** and **Teddy** the **Teamster, Junior.**

You like their **names?**

I'm talking about their **undershirts!** With the **spaghetti sauce stains,** it's kind of a **"Ragu Rainbow"** effect!

How **colorful!**

Hey, Big Nick! Dese **meatball sandwiches** your old lady **Meg** made us are **pretty good!**

Dat's the **probiem.** When I get home tonight, I won't have any good **reason** to **slap her around!**

Hey, **dat's** reason **enough!** A woman who don't give you no reason **deserves** to be **slapped around!**

Toenail, could I **see you** for just **one moment?**

Toenail, I don't think your **friends** should come around **here** anymore.

Hey, whadda ya **talkin'** 'bout? Doze guys are my **buddies!** We're not **hurtin'** the **house!** We're not **hurtin'** the **kids!** Who we **hurtin'?**

Just the **Image** of millions of **Italian-Americans!**

LIGHT BEER

Mr. Missilly, I'm **Miss Primnose,** from the Office of **Child Welfare.** I understand you're providing **child care** here and I've been sent to **check** on your **qualifications.**

Well, I dunno about no **qualifications,** but I ain't heard no **complaints** from **anybody** dat lives in dis here house!

What criminal charge?

There's also a **criminal charge.**

Murder-ing the **English language!**

HENRY HIGGINS I AIN'T!

I will give you a **field evaluation.** If you **pass, you** can care for the children. If you **fail, someone else** will have to care for them.

Gee, that's a **pretty stupid idea.**

I'm a **civil servant!** We're **specially trained** to come up with **stupid ideas!**

APE SI APRON NO!

WHEN A HEALTH-FOOD SALESMAN COMES TO THE DOOR, VITAMIN.

YUK! YUK!

So dat's da story! If Miss Primnose decides I ain't **qualified,** I won't be able to **take care** of da **kids** anymore!

Look on the **bright side.** If you **leave,** you can probably make **a lot** more money as a **male stripper.**

They don't have **clubs** like **that** around **here,** Moona!

Who's talking about **clubs?** I'm talking about **upstairs** in **my apartment!**

MARIO ~~CUOMO~~ PUZO FOR PRESIDENT

OK, Mr. Missilly, **let's see** what you'd prepare as a **typical breakfast.**

First, I'd get some **potato chips,** some **onion dip, Goobers,** and a can of **soda...**

That's what you'd give the **children** for **breakfast!?!**

Dat's what I'd give **me** for breakfast! The **kids** get **OJ, cereal, toast**—growing kids need **nutrition** to develop their **brains.** For **me,** it's **too late** for dat!

NEW IMPROVED

Dad, my **boyfriend** wants me to go over to **his house** tonight but his **parents** aren't going to be home. Should I **go?**

Definitely **not!** Teenagers aren't **mature** enough to handle **sex!** An **accident** can happen and you'll be **stuck** with **responsibility** the **rest** of your life!

You Know, **that** makes **sense!** Thanks!

Mr. Missilly, I'm **impressed!** How did you **learn** about handling teenage **dilemmas** like **premarital sex?**

The **hard** way! Cementha was **born** when **I** was **only 14!**

Got another **hot date** tonight, Moona?

It's **not a date,** but it'll be **hot!** I'm going to my friend Trudy's **cremation!**

Moona, that's **disgusting!**

No, that's **opportunity!** Trudy's **leaving behind** a **handsome, healthy** and **suddenly-available husband!**

I love you

Moona, you oughta **clean up** your **act!** It's no wonder you **attract** so many **weirdos!** Like those **obscene phone calls** you always get!

I'm not the **only** woman who gets **obscene phone calls!**

Yeah, but your da **only one** with an **"800 number"** with **operators standing by!**

Boy, I'm **beat!** We spent another **whole day** trying to come up with a **catchy slogan** for that new **beer** account.

How about, "It's satisfying from first **burp** to last **belch!"**

Toenail, that's **crude** and **repugnant!**

Wow, my first try at advertising and I score a **bull's eye!**

Toenail, your advice **worked!** I told that **bully** at school that **"fighting** doesn't prove **anything,** and **really** tough guys **don't** have to **fight!"**

And it **worked,** huh?

Yeah, he left **me** alone and started **beating the crap** out of **Cementha!**

Before I **conclude** my **evaluation,** Mr. Missilly, I'd just like to ask you a few **questions.** What is the **most difficult** aspect of your job here in the home?

That's **easy!** You can **hear** it in the living room **right now!** It's when **those two** start **fighting** and I have to **break it up!**

I HAD IT FIRST!

YOU DID NOT!

IT'S MY BRUSH ANYWAY!

I HATE YOU, YOU LITTLE BABY!

ELAINE HARRIS

Girls! **Girls! Please!** Act like **adults!**

Now, **go** to your **corners,** and when I blow the whistle, come out **fighting!** But no **hair pulling, finger gouging, spitting** or **hitting** below the **belt!**

Well, I've concluded my **evaluation.** My decision is: there will have to be a **major change** concerning the **care** of these **children.**

But I **love** Toenail!

Yeah, we **want him here!**

You **can't** make **Toenail leave!**

Who said anything about **Toenail leaving?** He's **fantastic** with the kids! I'm talking about **Moona** and **Angina!**

Angina, you call yourself a **"career woman,"** but you're more like a **"full-time professional dingbat!"**

And **Moona,** you're nothing more than a **geriatric nymphomaniac!** Compared to you, **Joan Collins** looks like **Mother Teresa!**

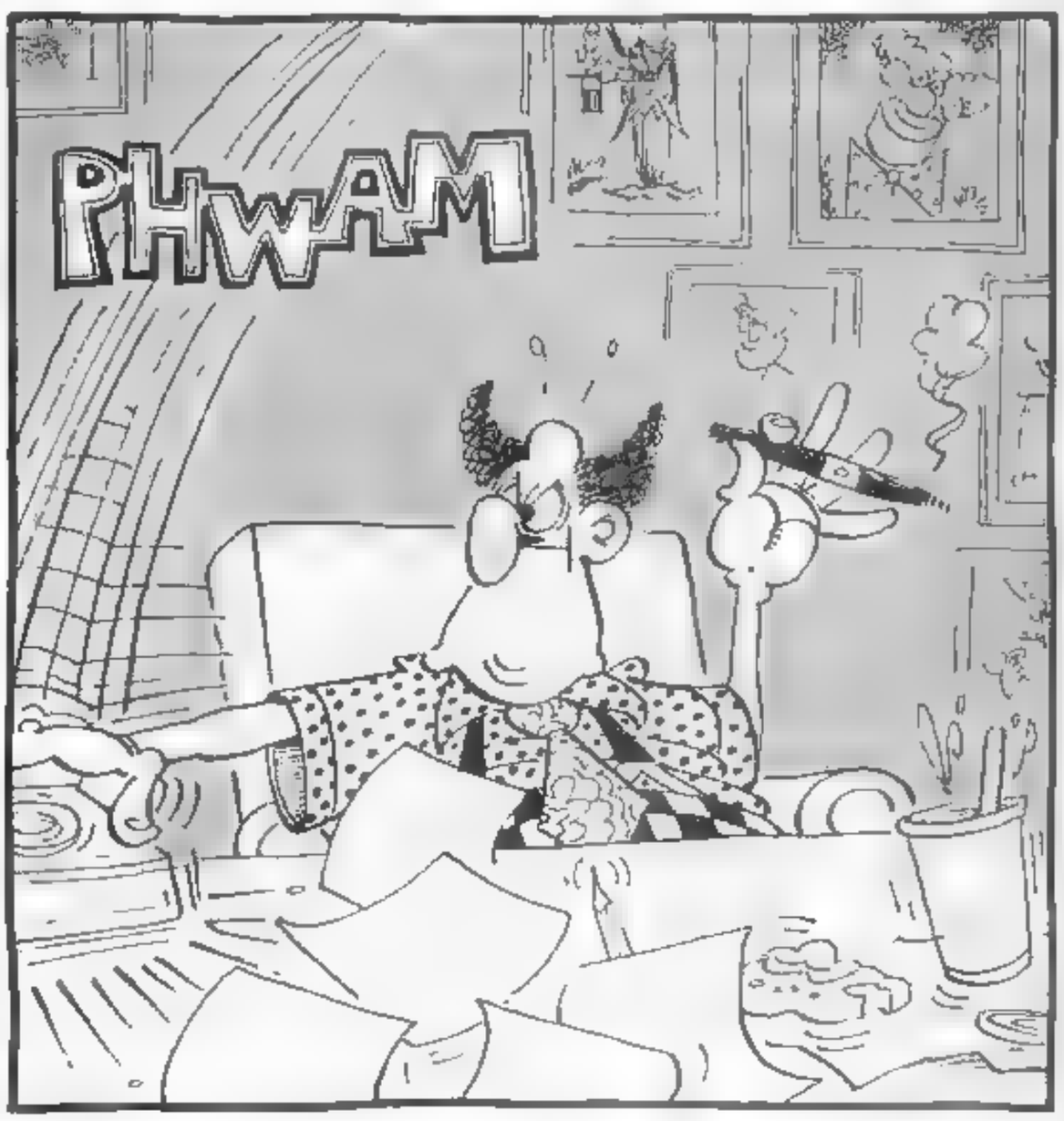
It's you two **flakes** who shouldn't be let within **100 miles** of these two poor **children!**

ROCK ROLL

THE STONES

THE END.

ONE THURSDAY MORNING ON EAST 12th STREET



ARTIST: DON MARTIN WRITER: MAT JACOBS

TUNER FISHING DEPT.

In the old days of television, people only had a few measly channels of boring programs to choose from. As a result, they usually spent all their time turning the selector knob to switch from station to station, vainly searching for something to watch. Now, with

MAD's CABLE

WRITER: MIKE SNIDER

I thank the Representative from Ohio, and I would urge the House to pass this bill, which has the support of the President, the Speaker and
CLICK!
"Weird Al" Yankovic. What a nutty guy! Up next, an MTV World Premiere Video from
CLICK!
MUSIC TELEVISION ™
...call 1-800-555-1212. Operators are standing by! AND, if you act NOW, we'll send you the amazing..
CLICK!
Hurricane Edna, now 75 miles off the coast of Florida. At this hour, Tampa Bay is being pelted with .
...two tablespoons of vanilla extract. Now, pour the whole mixture into a well-greased...
CLICK!
...bedroom. Others may find it more arousing to make love in the back seat of a car or in the serene splendor of a...
CLICK!

cable TV, people have *dozens* of channels to choose from. Of course, the programs are as boring as ever, so now they spend all their time pushing the buttons on the cable box to switch from station to station, which creates a strange kind of craziness that we call...

TV ROULETTE

PHOTO CREDITS: AP/WIDEWORLD; LIFETIME/ABC; UPI/BETTMANN NEWSPHOTOS; THE WEATHER CHANNEL; ESPN; DIAMOND DAVE PROD

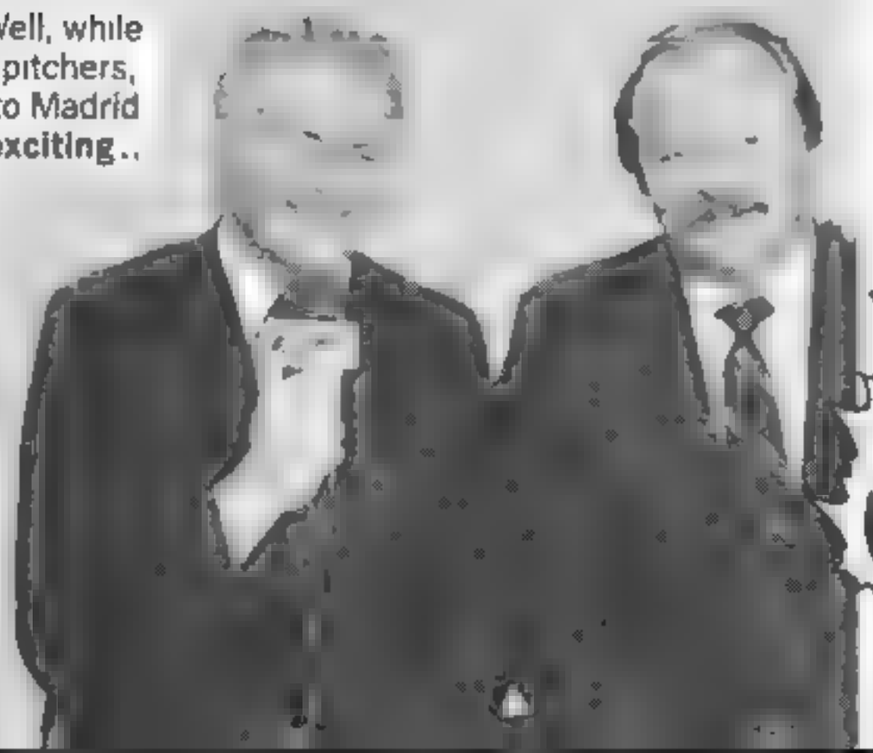
the **Lord God Almighty!** When you send us **money,** you're really sending it to Him, 'cause we're doing HIS work, the work of...

...**sex therapy.** Listen to me, caller If you really want to have **exciting** and **pleasurable** sex

...**flabby thighs** and **sagging buttocks!** So let's start getting in shape! Ready? One. .two ..one.. two .

..won two from the **Dodgers** yesterday. But today, they're playing like...

...**locker room.** Well, while they're changing pitchers, let's switch back to Madrid for more of those **exciting**..



...**arm flexing-exercises!** Let's go, put some OOMPH into it! I don't have to tell you that .

CLICK!

...many of today's **best-loved** popular songs were **actually** written by...

CLICK!

...**computers** at the **National Weather Service** in Washington, D.C. They tell us that...

CLICK!

...**nothing** is "kinky" or "perverted." Whatever two people enjoy doing in the privacy of their own home is **completely**...

CLICK!

...**tax deductible.** So call with your gift of faith. I'm waiting for you to call! I'm **praying** for you to call! I'm...

CLICK!

...just a **gigolo**...Life goes on without me! Cause, I...ain't...got...no...

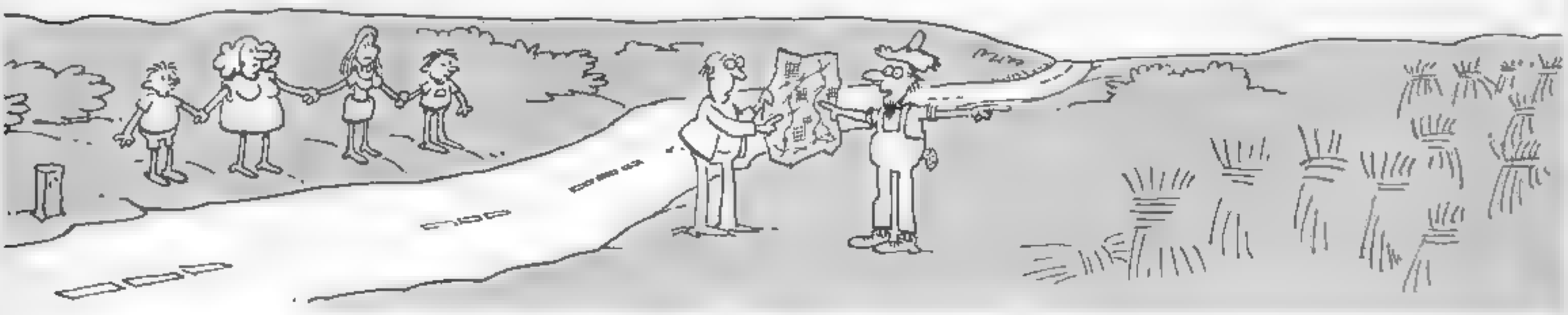
CLICK!

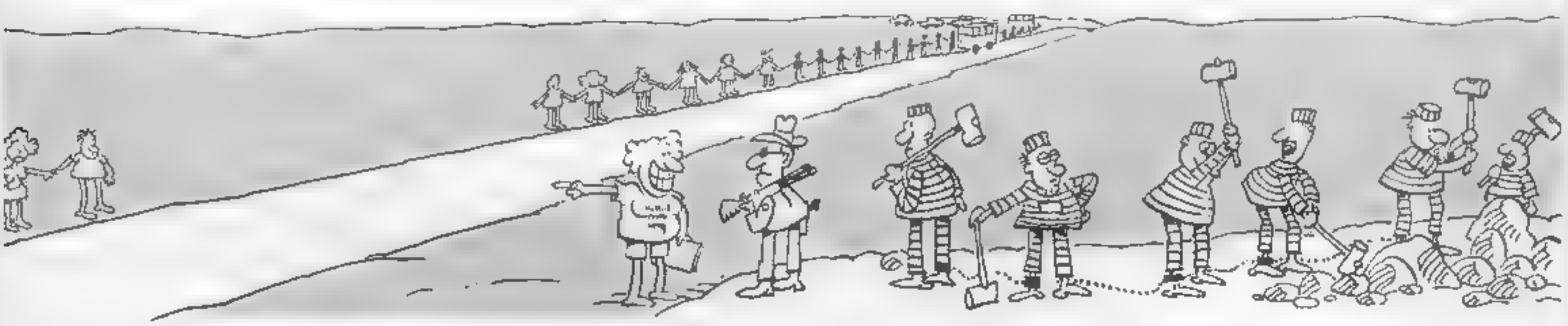
. **coherent economic policy.**

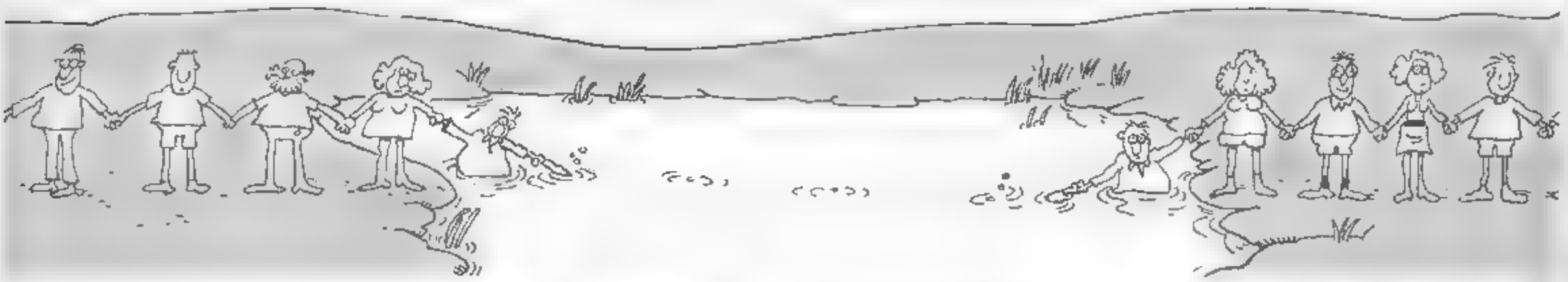
SERGIO ARAGONES DEPT.

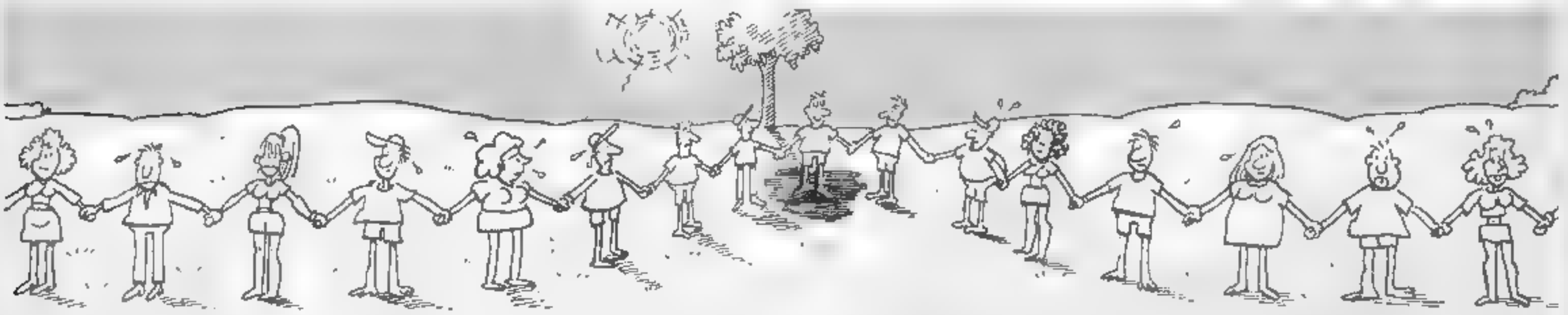
A MAD LOOK AT HANDS ACROSS AMERICA

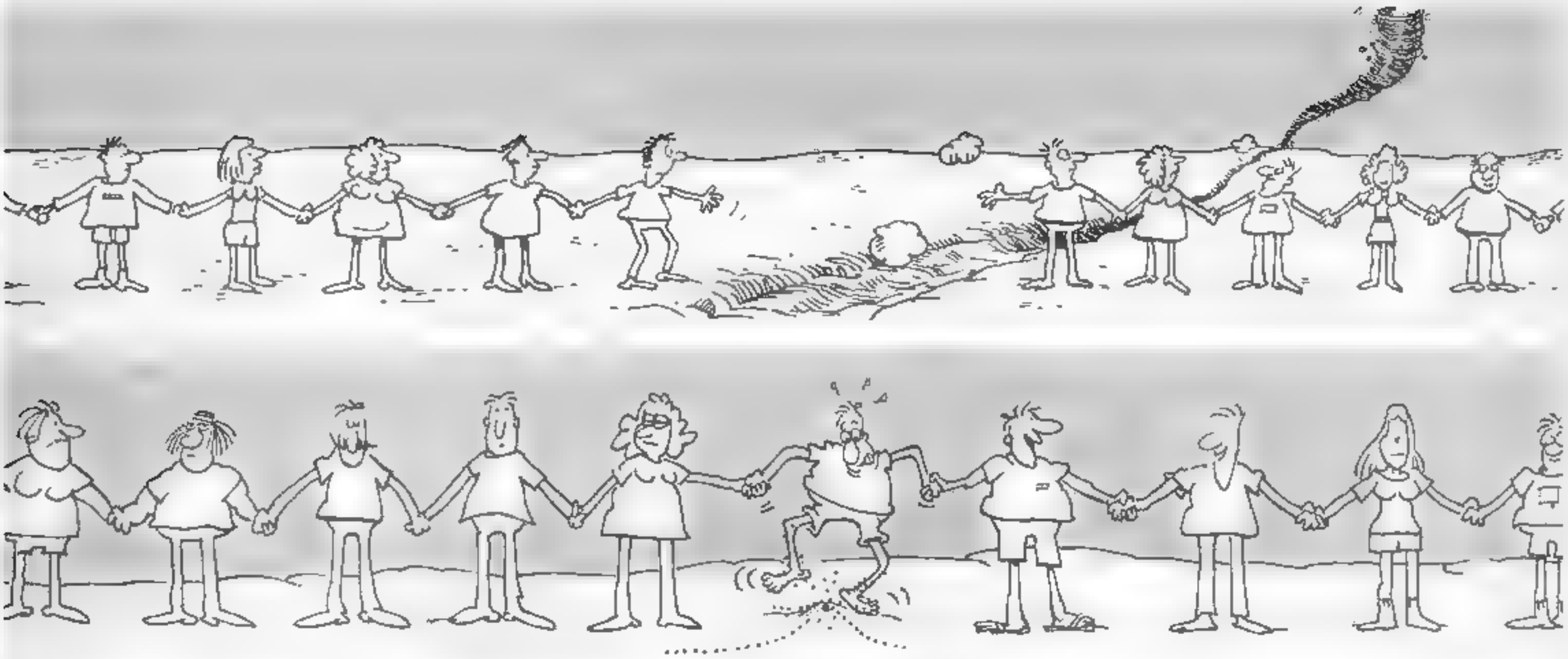
ARTIST AND WRITER: SERGIO ARAGONES







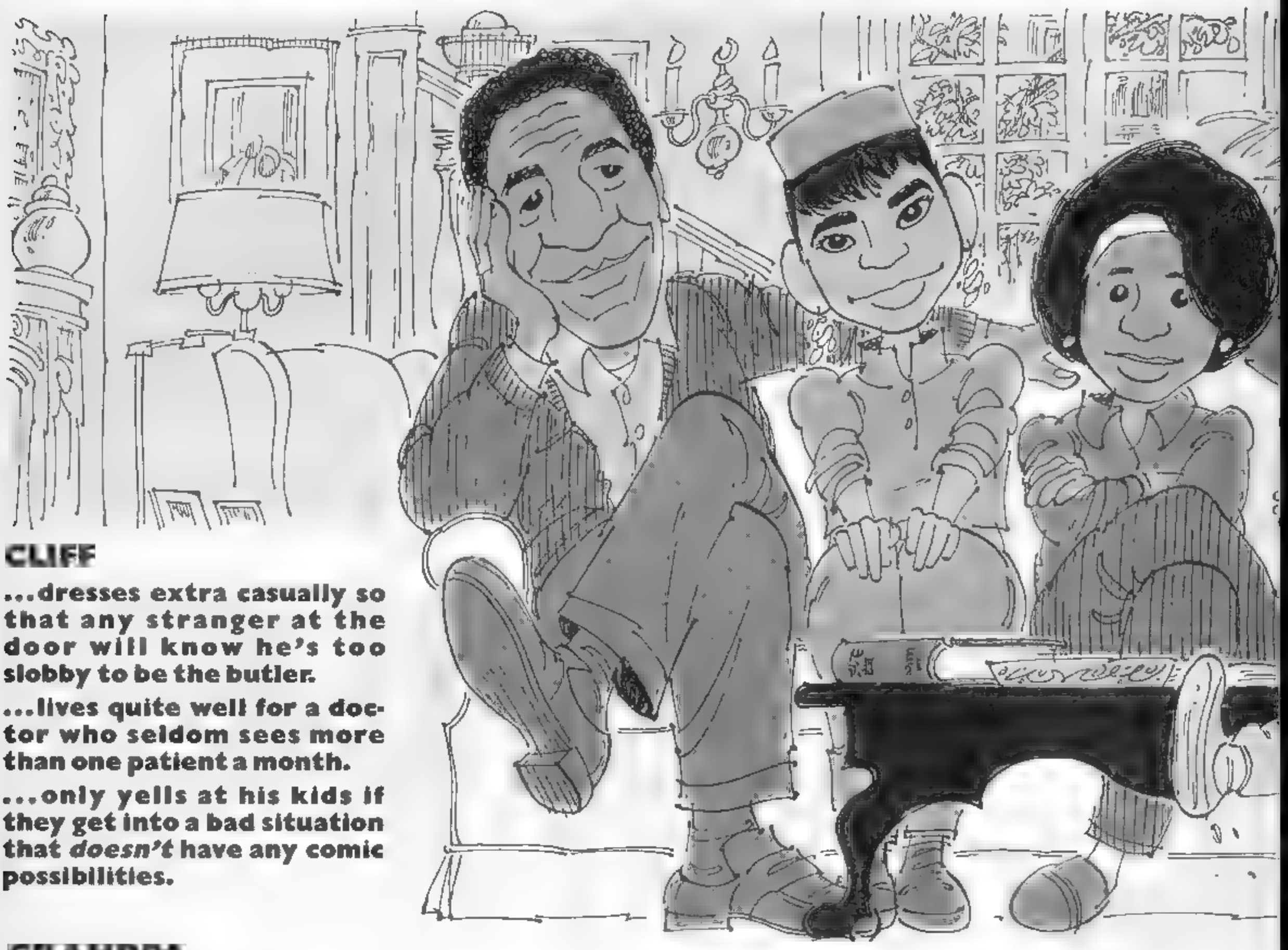




SCORN ON THE COS DEPT.

Once a year, MAD's evil staff rounds up a new collection of revered celebrities and hallowed institutions, and then takes pot shots at them in our annual **Nasty File.** *Normally, we have to search the earth for victims so beloved that no one but us would dare to in-*

The COSBY SH



CLIFF

...dresses extra casually so that any stranger at the door will know he's too slobby to be the butler.

...lives quite well for a doctor who seldom sees more than one patient a month.

...only yells at his kids if they get into a bad situation that *doesn't* have any comic possibilities.

GRANDPA HUXTABLE

...avoids portraying a racial stereotype by depicting a dull, whiny, forgetful old Senior Citizen stereotype.

...displayed his one and only outburst of humor over 45 years ago when he decided to name his son Heathcliff.

...is the sort of man who makes his grandchildren thankful that he lives across town.

DENISE

...has a good head on her shoulders, but it belongs to her boyfriend.

...seems less like a member of the family and more like someone who's just there haunting the house.

...manages to make a "fashion statement" on every show. And that statement is: "PLEASE HELP ME!"

VANESSA

...looks perpetually worried—as would any girl who knows that she's doomed to be next in line for Denise's hand-me-downs.

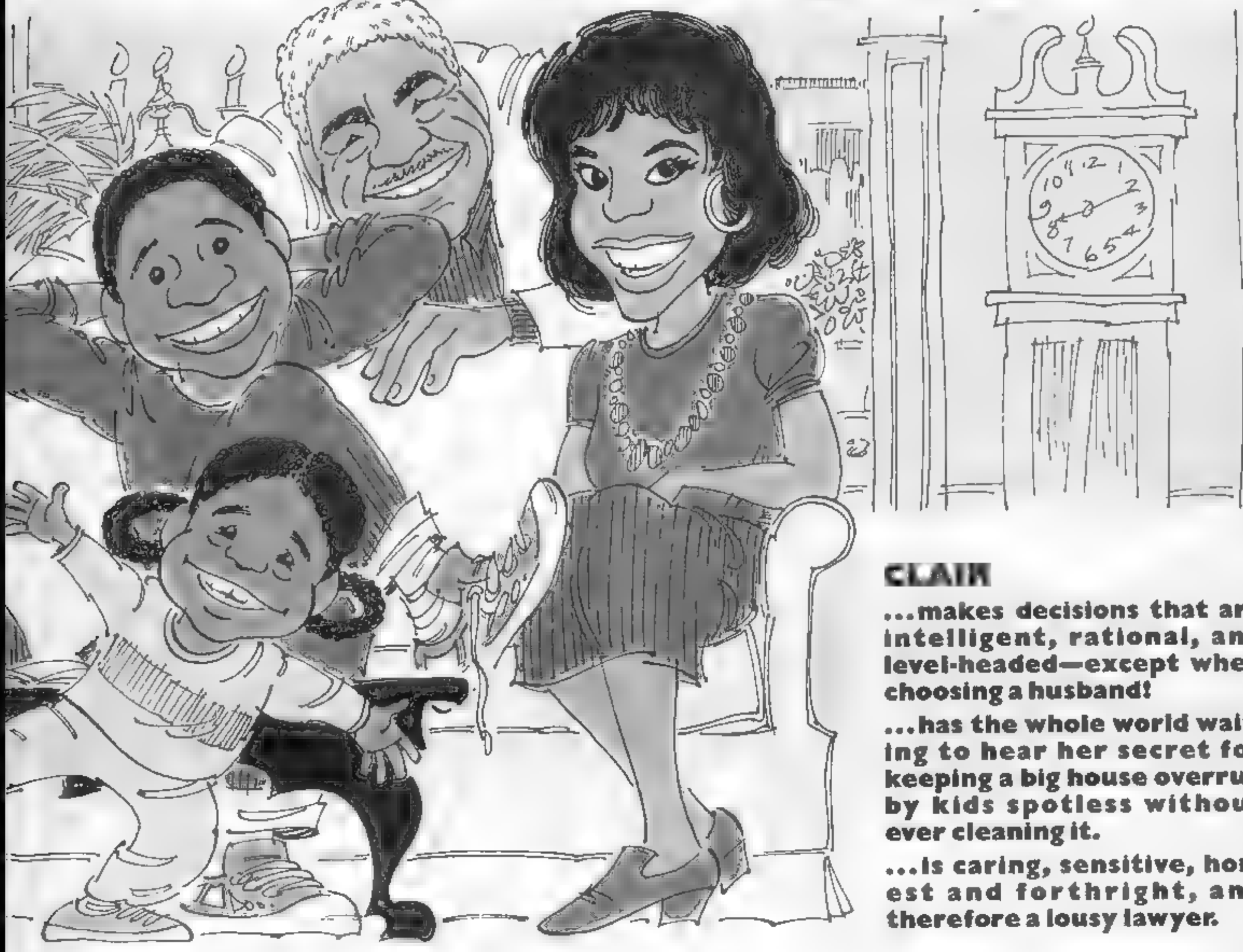
...sometimes suffers from an identity crisis because people tend to confuse her with the wallpaper.

...scores points for equality by being as vapid as any white kid on a sit-com!

sult them. But this year, we got lucky. The Nation's sweethearts are all together, right under our noses—on television! And they've got about as much chance for mercy as a long-tailed cat in a roomful of rockers when we begin firing away with a special edition of MAD's

ow Nasty File

ARTIST: PAUL COKER WRITER: TOM KOCH



CLAIR

...makes decisions that are intelligent, rational, and level-headed—except when choosing a husband!

...has the whole world waiting to hear her secret for keeping a big house overrun by kids spotless without ever cleaning it.

...is caring, sensitive, honest and forthright, and therefore a lousy lawyer.

RUDY

...would be worth about $50 on the open market, figuring ham at $1.29 a lb.

...keeps her hair braided so tightly that the tiniest vibration could make her eyes pop out completely.

...should plan to elope with Emmanuel Lewis when she grows up since they obviously deserve each other.

THEO

...is clumsy, stubborn and slow—in other words, just like his father.

...consistently ranks near the top of his class, but only alphabetically.

...helps the world appreciate teenagers for what they really are—deceitful, lazy and oversexed.

THE HUXTABLE HOME

...houses a small fortune in fragile furniture and a gang of fumbling children.

...is the type of well-kept New York brownstone that J.R. Ewing would live in—if he could afford it.

...is the only house in Manhattan that has both (a) a basketball hoop on the garage, and (b) a garage.

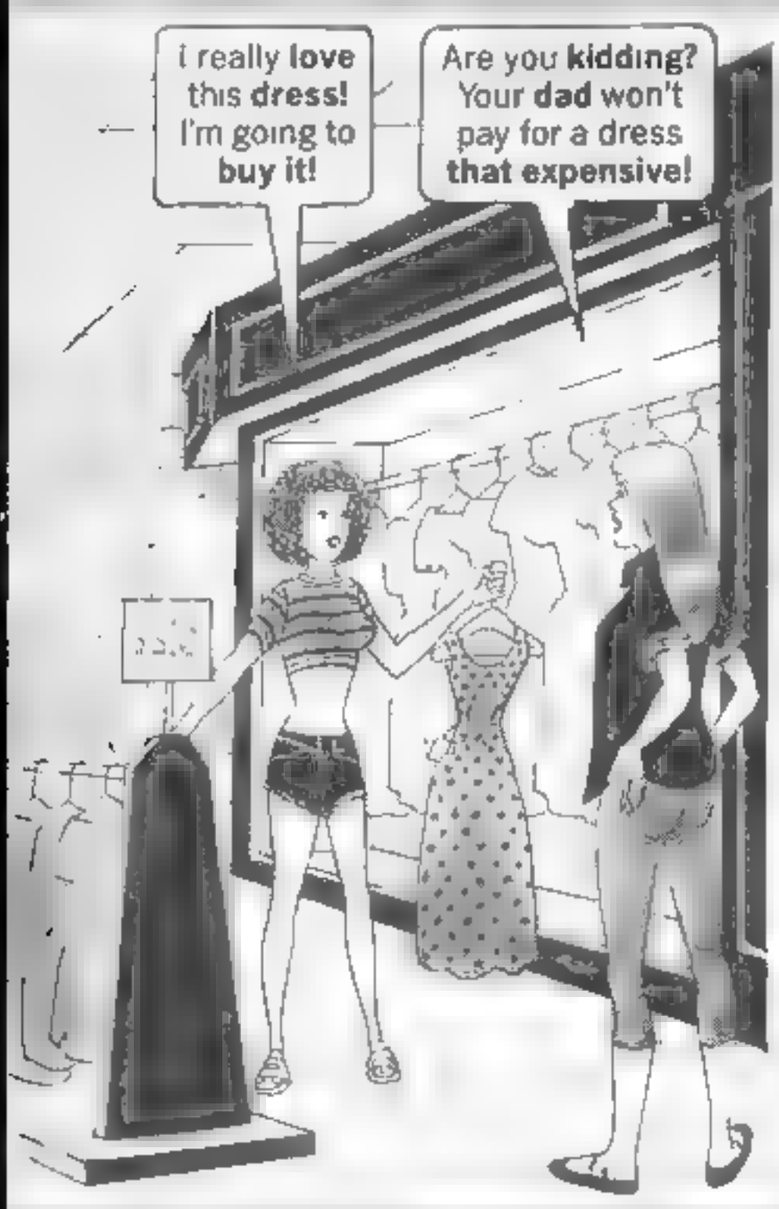
BREAKING HABITS

I'm going **bonkers!** I need a **cigarette!** I gotta have a **smoke** or **I'll die!**
If you **smoke** you **will die!** Here, get your **oral fix** in a **healthy way!** Have a **carrot!**
That's a **good idea!**
Now all I need is a **light!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

ECONOMICS



SCHOOL SPIRIT

Look at you! You're a **mess!**
Today was the **big game** between Central and North! **What a battle!**
4130
So what happened to **you?**
Well, **our team won...**
...but **our fans lost!**
NORTH HS

R SIDE OF...

ARTIST & WRITER
DAVE BERG

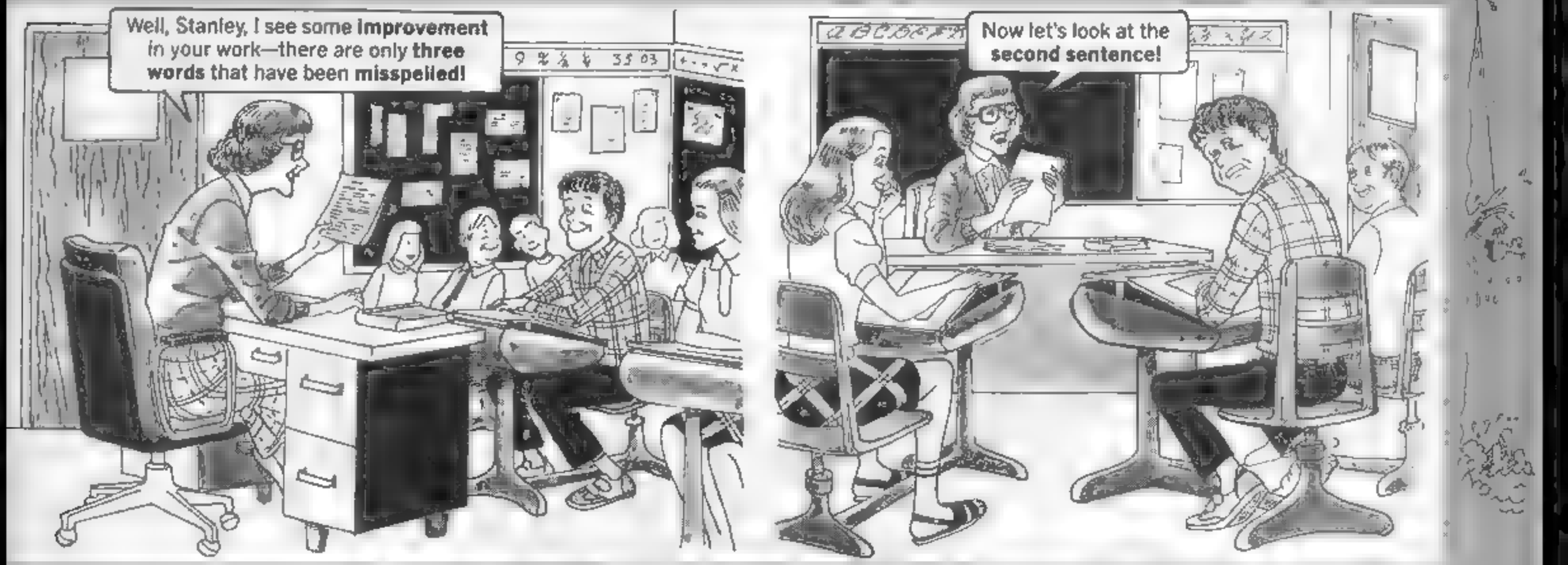
DIVORCE

Hey, Matty, I heard you're getting a **divorce!** Is it true?
Yeah, but don't **believe** any stuff you **hear about me!** It wasn't **my fault** we **split!**

CRISES

You look very worried!
That's putting it mildly! There's a specialist in there right now and it doesn't look too good!
Give it to me straight—is it serious?
I'm afraid so...
I'll have to take your set back to the shop!

IMPROVEMENT


Well, Stanley, I see some improvement in your work—there are only three words that have been misspelled!
Now let's look at the second sentence!

TRUST

Have you heard about Jo and Charlie!? Isn't it awful?
I would never have believed Charlie was the kind to have an affair with his secretary! It just goes to show you—men can't be trusted!
I trust my Lenny! I know he'd never fool around!
Don't be so sure, Karen! Didn't he just come back from a weekend "fishing trip"? How do you know he really went fishing?
Because he didn't bring home any fish!

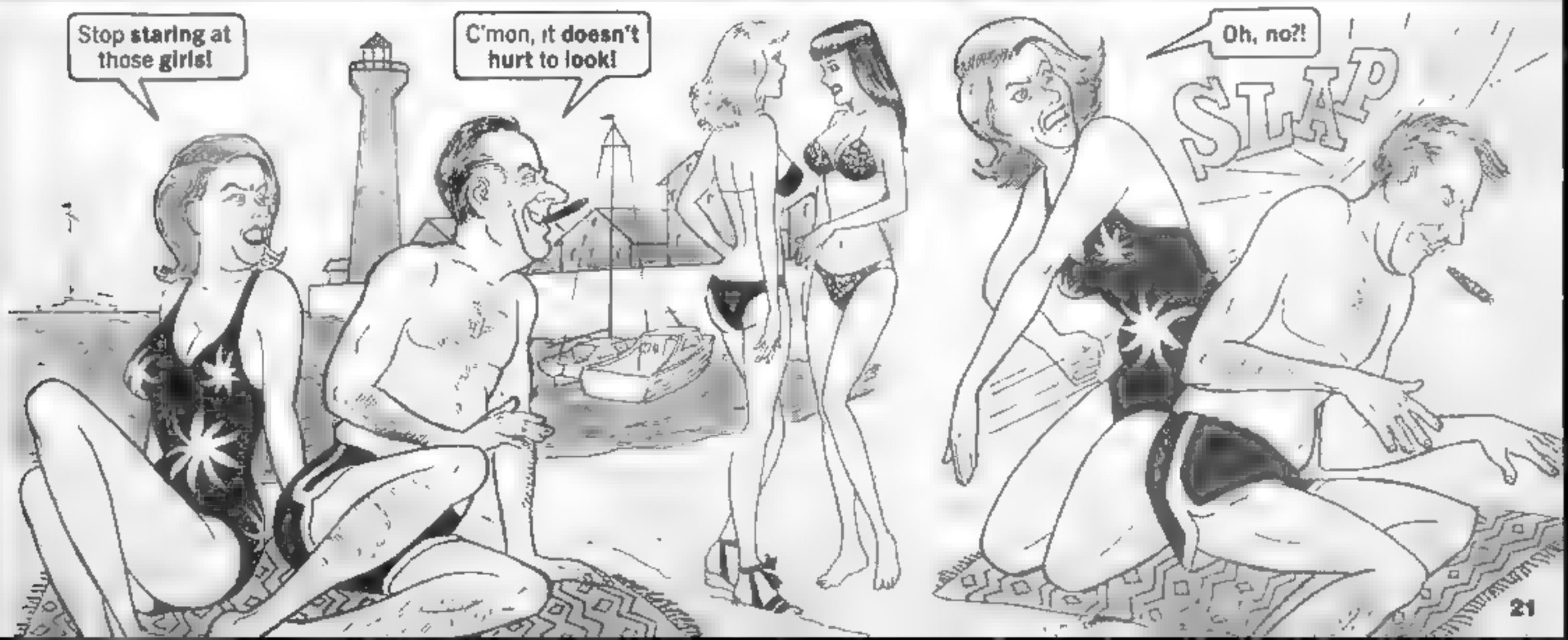
COOKING

I love to come to your house for dinner! Your mother is a really awesome cook!
You know it! Everything she makes tastes like junk food!

CLEANLINESS

So, Mitch, how do you like house cleaning now that you're a bachelor again?
It's easy! I do a great job!
So how come there's lipstick on my glass?
That's impossible!
There hasn't been a girl in my apartment for months!

GIRL WATCHING

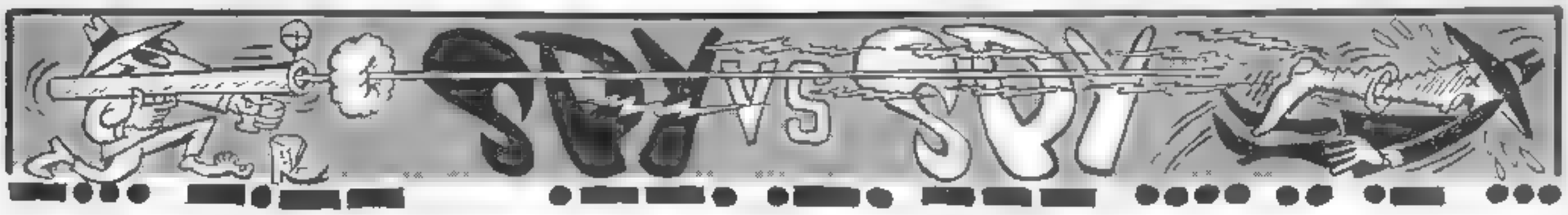


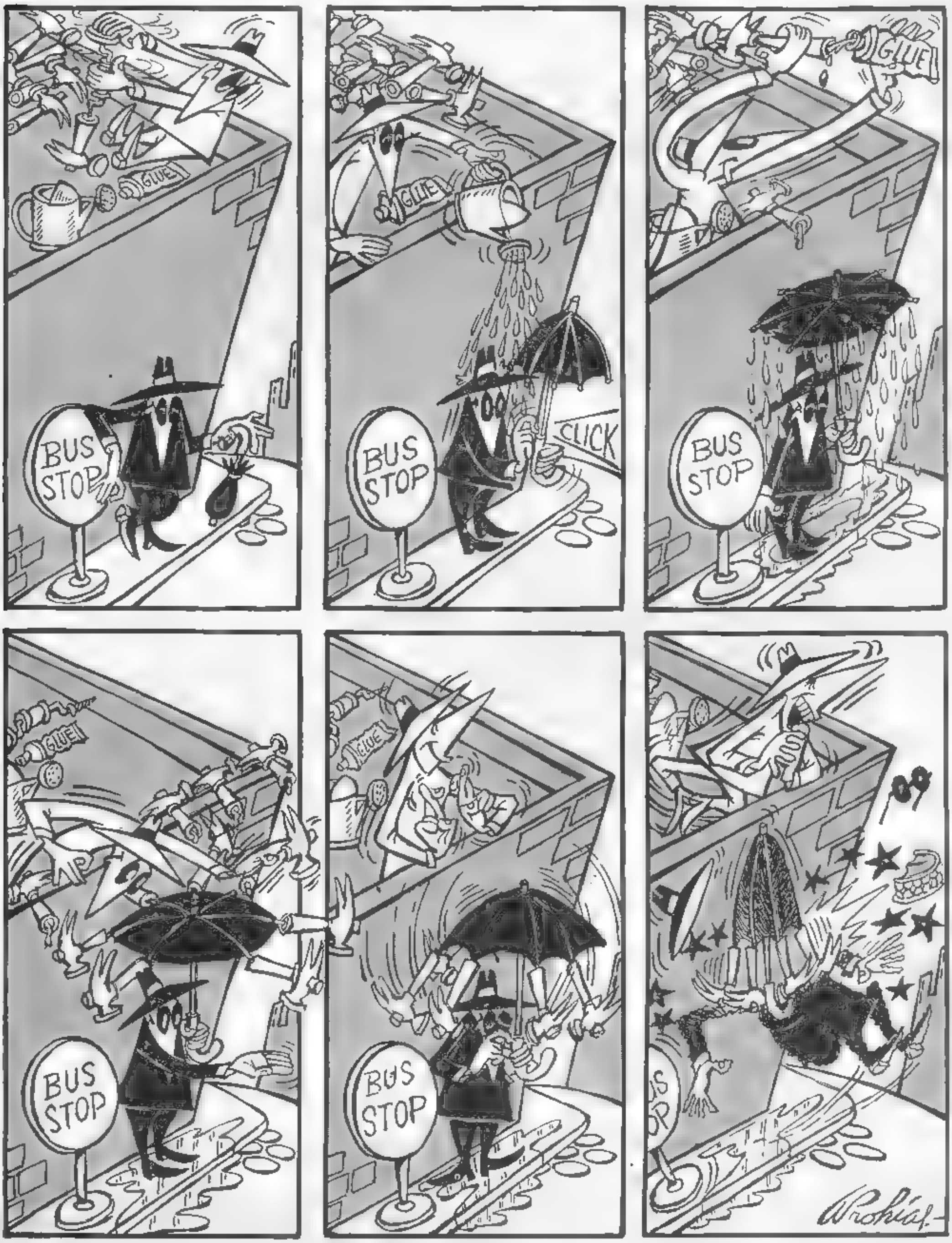
HIGHER EDUCATION

Chris, will you please stop hitting that ball against the wall? It's driving me bonkers!
I'm practicing! The coach says I got a chance for a tennis scholarship that'll pay for my whole 4-year college tuition!
Remember to bend your knee and follow through! And above all, keep practicing, son! Keep practicing!

EGOS

DOCTORS


SPY VS SPY


GLUE
BUS STOP
CLICK
BUS STOP
GLUE
BUS STOP
GLUE
BUS STOP
GLUE
BUS STOP
GLUE
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BUS STOP

DICK DePARTMENT

Look at all these **grossly over-priced prizes!** From Boilhill—a **queen-sized** bed with **a king-sized price,** $2033! And soft, comfortable pillows **worth** about **five bucks** each, but they're yours for **only $200 a pair!** And this **veneer** over **plywood** end table! **Looks** like a $4000 antique, but its **actual cost** is $200! However, **YOUR** actual cost is **$4000!** Yes, **every time** this program is broadcast across the country...

OOH! AAH! GOLLY! GEE! BARF! WURP!

OOH! AAH! GOLLY! GEE! BARF! WURP!

$75,000

$1000

$3000

200

YOU COULDN'T AFFORD IT!

ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER. DICK DEBARTOLO

Our first contestant, Anne, will **spin the wheel.** The amount of money the wheel lands on is **multiplied** by the number of times the letter she picks is found in the puzzle. However, if **we** feel you're winning **too much** money, our computer will credit you with a **lower amount.** And remember, the **object** of the game is for the people at home to figure out the puzzle **before** a contestant does! That way they feel **superior** and will continue to tune in **eleven times** each week for their **"ego fix"!**

Okay, Anne, the wheel landed on **$150.** Pick a **letter.** And remember the puzzle is a **famous saying.** Maybe not famous to **you** or the **audience,** but **certainly** famous to **us!**

I'd like an **"N,"** Pat

Yes, there is an **"N"!** Spin again!

WE'LL MAKE A FORTUNE

Hi, I'm **Pat Somejerk**, host of **We'll Make A Fortune!** This is the show that **costs little** to produce, takes **little intelligence** to play, has **little** for me or my lovely co-host **Vanilla Wipe to do**, but has so many **plugs** for our sponsors' **products** that **We'll Make A Fortune!** Since our game is nothing more than a **rip-off** of the old kid's game **"Hangman," everyone** already knows how to play, so let's get right to it!

I'd like an "L."

There are **two** "L's" at **$300 each.** That's an additional **$400!**

Two at **$300** is **$600!**

Your job is to **solve** the **puzzle, not** do the **arithmetic!**

POK!

'LL

N

Do you have a guess?

Yeah, I **guess** I'm **being screwed!**

No, **that's** at the portion of the show when you **pick the prizes.** What do you think the **puzzle** says?

I have **no idea.**

There are **no "L's"** in **"I Have No Idea!"** Spin again!

'LL

N

SEEDED

KEEP OFF

ATLANTIC CITY

Sorry, Anne, this time you landed on **Bankrupt!**

Hey! You've got your **knee** on the **wheel!**

I was just **trying** to **steady it!** **Don't** be a **SORE LOSER!**

L L
N
$1000 $500 $900 $1500 $1000

Tom, spin the **wheel** and pick a **letter.**

"S," please.

There are **two** "S's,"—not necessarily **where** Vanilla **placed them,** but you **can't** be **beautiful** and **smart, too!**

L L
N
S S
$1000 $500 $900 $1500 $1000

I'd like to buy a **vowel.**

Which vowel?

I don't know. **What** have you **got?**

Well, there're **three "E's," two "I's"** and—**Wait a minute! I can't answer that!**

L L
N
S S
$1200 $500 $900 $1500 $1000

Well, let me **buy** some **"E's."**

There are **three "E's."**

Is that where they **really** go on the **board?**

I've given **you** enough **help already!**

L L
N E E
E S S
$1000 $500 $900 $1500 $1000

I'll **never** guess it...

My God, you're **right!** Kiss **another** one of our writers **good-bye!**

I'LL
NEVER
GUESS
IT
$1000 $500 $900 $1500 $1000

Okay, Tom, you have **$2900.00!** Let's go to the **seashore showcase** for you to pick your **prizes.**

I'd like the pack of **Life Savers** for **$12.00,** the plain white **styrofoam ice chest** for **$290.00,** the beach **pail** and **shovel** for **$459.00** and the **swimsuit** fashion assortment for **$2100.00.**

Okay, **Jerk Clark, milk** that prize copy for **everything** it's **worth!**

L L
NEVER
S S
$1000 $500 $900 $1500 $1000

Tom, they're **Life Savers!** Not just one kind, but a pack of **five different Tropical Fruit** flavors sealed in **foil** for freshness! Your cost, **$12.00!**

And perfect for the **beach,** or even that **vacation on the Riviera,** should you happen to go there, it's this plain white **plastic ice chest.** Ideal for chilling **expensive champagne,** which is not included. Provided by the **internationally known F.W. Woolworth** retail establishment

Also, this **two-tone** metal beach **pail** with **matching shovel, imported** from far-off **Taiwan.** Your cost, **$495.00!** And finally, this elegant **simulated polyester** swimsuit collection, from the **last word** in fine fashion, **JC Penney.** Total cost of this fantastic seashore package: **$2861.00!**

Back to you, **Pat!**

TAIWAN

Wow! Is that **some pile**...of **prizes,** I mean! You also have **$39** left over, and we'll put that on a **gift certificate** which, around **here,** will buy you some **sand** for your **beach pail!**

And now Round Two! We're adding something **new** and **original** to the wheel. This gorgeous **Pepperoni** and **Diamond Ring!** From **Ragu** and **Apel!** This incredible blending of **meat** and **gems** can be yours for **our price** of **$100,000!**

TAIWAN GENUINE JUNK

Mary, your spin. The puzzle is a **"saying."** And we'll give you an additional clue It **isn't** in **English!**

Good! I landed on **Broadwalk.** I'll spin again and try for **Park Place!**

Wait a **second!** Someone's been **screwing** with the **wheel!** Just **pick a letter!**

GO DIRECTLY TO JAIL

DO NOT PASS GO

"T," please

The **letter** "T," Pat!

I'm **sorry,** Mary, no **coffee, milk** or **tea** during the program. You should've **eaten** before!

There are **two "T's"**...or I guess you could say, **"T's for Two!"** I **try** and say something **clever** once **a week,** and **that** was it! And just in time! That's the **end-of-game** buzzer!

BUZZ!

SUGAR

Id like to **buy** a **vowel, fast!**

If we're out of time, **I'll** buy **all** the **vowels!**

Why mess around? **I'll** buy the **answer!**

Please! Not too much **excitement!** This isn't **The Price Is Right!**

Mary, **you** asked for a vowel **first.** Which one would you like?

"O," please

Wow! First time in the **history** of the program an **"E" wasn't picked!** Vanilla is so used to contestants picking "E's" that she's given you **both** the **"O's"** and **"E's"!** And...**whoops!** Vanilla has turned over several **other** letters by **accident** while she was looking for the "O's" and "E's"! Have a **guess?**

M & M

C A _ E A T

E _ P T O R

Is it the **very** popular Latin phrase, **"Caveat Emptor"?**

Yes it is! Caveat Emptor or **"Let The Buyer Beware!"** Speaking of which, let's pick your prizes in the **Office Showcase.**

I'd like the silvery-colored **stapler** for **$200,** the matching **staples** for **$59,** and the scotch **tape** dispenser for **$29.** Also, the oak **waste paper basket** for **$1005.** And the remaining **$6** I'll put towards a gift certificate **for glue.**

Well, **that's** our show! But **Vanilla,** we have a minute to **chat** here. People often ask, is Vanilla's life-long **dream** just to point to the **letters** on the puzzle board?

Oh, **no,** Pat! I want to **go on** to more **exciting** things! I hope to one day work in **Washington** and **point** to famous **Senators** or maybe even do investigative **reporting** and **point** to some hazardous **toxic waste dumps.**

And to **think** some people say you're **shallow!**

Mr. Hughes, today you won the **Life Savers,** the **pail** and **shovel,** the **Ice chest** and the **bathing suits.**

That's **in addition** to winning the **Kite Collection** and **String Ensemble** yesterday. Well, at the show's **RETAIL VALUE** of **$4861,** you **owe** the Internal Revenue Service **$1180** in **taxes!**

TAIWAN

You've **got** to be **kidding!** I couldn't even **sell** those **lousy prizes** for one **tenth** that amount! **NOBODY** goes by the manufacturer's **RETAIL PRICE** listings!

Oh, yes **WE** do! But I do have some **good news** for you! You're now eligible to play the special **I.R.S. game** for **contestants** who can't afford the **taxes** on the prizes they win on **game shows.** It's called the **WHEEL OF FORECLOSURE!!!**

Now spin this special **wheel** to see if we **foreclose** on your **home,** your car, your **savings, account,** your **furniture** or your **business!**

CLUB MED

FIRST AID

THE END

BUSINESS

HOME

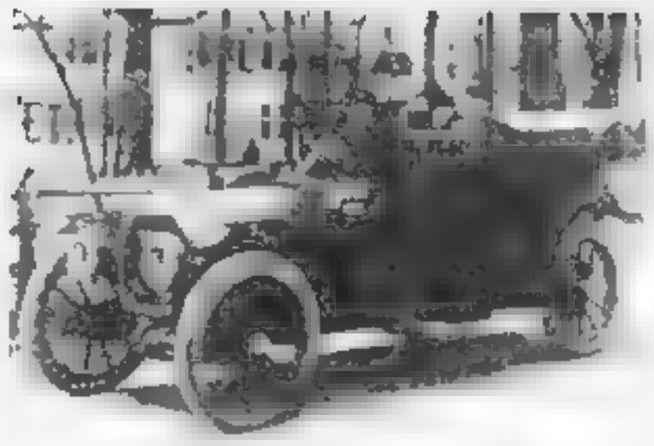
CAR

SAVINGS ACCOUNT

FURNITURE

GABE KOTTER

GILLIGAN



MOTHER

PAST THEIR PRIME TIME DEPT.

MAD'S WHATEVER BECAME OF...?

ARCHIE BUNKER

FRED SANFORD

LAVERNE DEFAZIO

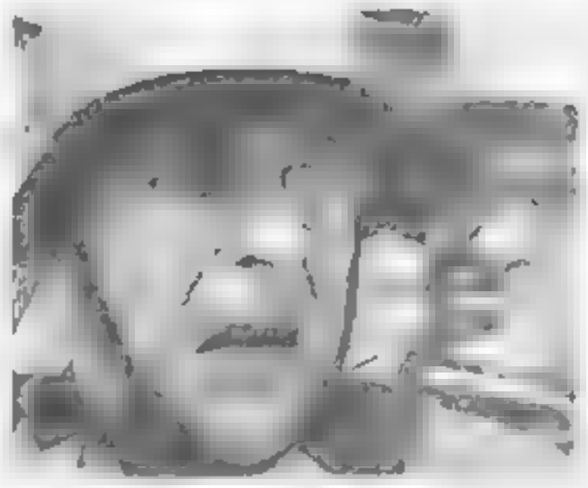
SHIRLEY FEENEY

TV CHARACTERS' EDITION

MAXWELL SMART

SUE ANNE NIVENS

TATTOO



'COL. WILHELM KLINK

ARTIST: BOB CLARKE WRITER: MIKE SNIDER

[redacted]
(OF "WELCOME BACK, KOTTER")

Kotter was successfully sued in 1981 by the parents of Epstein, Horschak and Barbarino, who claimed the only things their sons ever learned in his class were corny Henny Youngman jokes. Kotter was subsequently barred from teaching and now works as a hot-dog vendor in Yankee Stadium. In 1983, he sold a "wife gag" to Henny for $10.

[redacted]
(OF "GILLIGAN'S ISLAND")

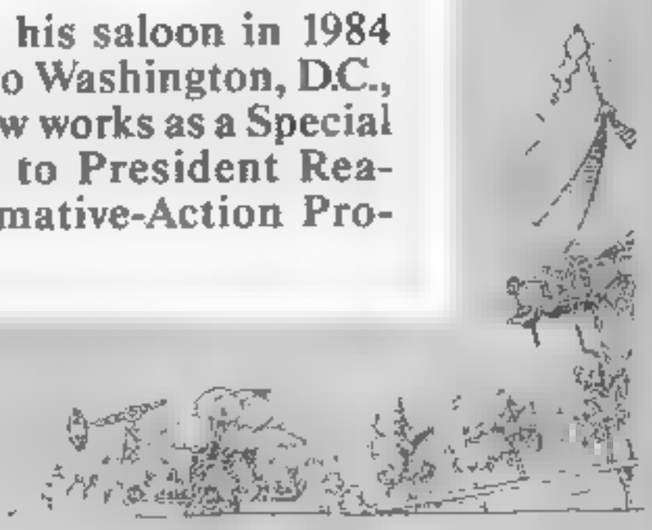
Following the castaways' ultimate rescue in 1972, Gilligan returned to the mainland and bumbled his way through a series of high-paying jobs obtained through the patronage of Millionaire Industrialist Thurston Howell III. Among his most recent positions: Chief of Operations at Three Mile Island, Safety Inspector for Amtrak, and P.R. Executive for rock star Prince.

[redacted]
(OF "ARCHIE BUNKER'S PLACE")

Archie sold his saloon in 1984 and moved to Washington, D.C., where he now works as a Special Consultant to President Reagan's Affirmative-Action Program.

[redacted]
(OF "GET SMART")

Smart—Agent 86—became chief of CONTROL by default in 1975 when the spy agency was gutted by Congress in the aftermath of the Watergate scandal. In 1979, he was transferred to the State Department, where he now serves as head of the Middle Eastern Bureau's Embassy Security Division. He and his wife, 99, have two children, 41 and 35—now 13 and 9, respectively.



[redacted]
AND
[redacted]
(OF "LAVERNE AND SHIRLEY")

Laverne DeFazio died tragically in a bizarre accident at a practical joke and novelty factory in 1979. Shirley Feeney, now 51, still works on the Shotz Brewery assembly line and still hasn't let a guy "go past first base."

COL. WILHELM KLINK
(OF "HOGAN'S HEROES")

After the Third Reich fell, Klink managed to escape the full wrath of the Nuremberg Trials (he was found guilty of nothing more than "comic ineptitude"). His whereabouts for the following two decades are still something of a mystery, but he did re-surface in 1968 to open a center for holistic health and assertiveness training in Big Sur, California. (It remains successful to this day.)

FRED SANFORD
(OF "SANFORD AND SON")

In 1983, Fred Sanford, the ne'er-do-well junk dealer from Los Angeles, became one of only three businessmen to sign up for the government's Nuclear Waste Site Program. After storing high-level waste plutonium for two years in son Lamont's old bedroom, Fred is now suing Uncle Sam for "a billion million gazillion dollars," claiming wrongful exposure to "atomic cooties." The case is being handled by close friend and "People's Court" watcher Grady Jackson.

MOTHER
(OF "MY MOTHER, THE CAR")

Son Dave Crabtree's financial setbacks forced him to sell Mother to an alcoholic steelworker, who rammed her into a tree off the Pennsylvania Turnpike in 1974. She was sold for scrap, melted down and now serves as a girder on the 12th story of an office building in Phoenix.

SUE ANNE NIVENS
(OF "THE MARY TYLER MOORE SHOW")

Sue Anne, the "Happy Homemaker" of WJM-TV in Minneapolis, moved up to her own cable show in 1977, where she was noticed by a Hollywood producer casting a new prime-time drama. She moved to L.A., but, after extensive screen-testing, lost the role—to Joan Collins. Sue Anne and her agent are now "in negotiations" with ABC, NBC, CBS and a dinner theatre near Akron.

TATTOO
(OF "FANTASY ISLAND")

Tattoo, Mr. Rourke's lecherous-but-lovable assistant, was left jobless with few real skills when Fantasy Island was invaded in 1983 by U.S. Marines seeking to prevent a Soviet takeover. He worked briefly as a porno movie actor in Tijuana, a department store lingerie salesman, and a cashier in a video game arcade —where he was arrested. He is now awaiting trial on charges of indecent exposure and lewd mumbling.

HOW NOW HIGH BROW DEPT.

Today's world is cluttered with an endless variety of snobs. We've all encountered the kind that can recite whole pages from Shakespeare, but never bothered to memorize a single quote from Yogi Berra. Then, there is the snob who boasts of his many visits to the art museum, even though he still hasn't been to a Wrestling match once. However, the world's most common form of snob is the one who claims that the only

HOW PBS REALLY DIFFER

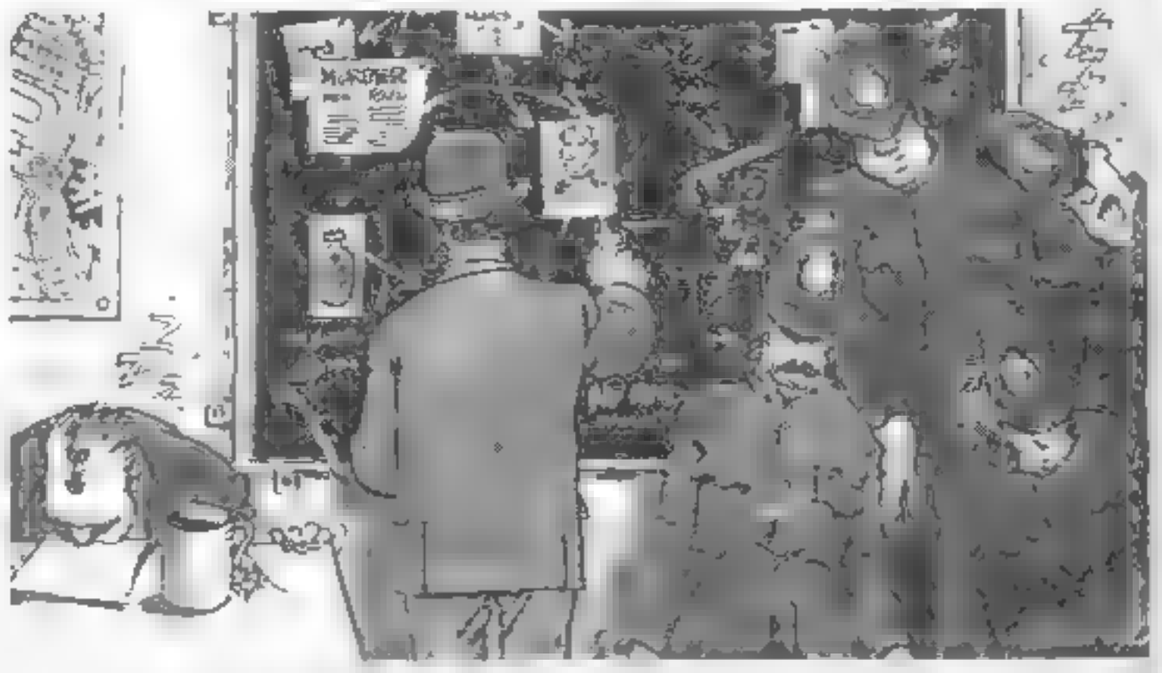
Commercial TV caters to our lowest instincts by portraying lust and greed among the filthy rich of Dallas in 1986.

P.B.S. caters to our thirst for history by portraying manners and customs among the privileged class of London in 1895.

On commercial TV, Merv Griffin fawns over bubbly Hollywood entertainers just because sexy young starlets bring out something obnoxious in him.

On P.B.S., Louis Rukeyser fawns over mumbling Wall Street advisors just because shriveled old men bring out something weird in him.

On commercial TV, T.J. Hooker miraculously solves six crimes during a single week's show.



On P.B.S., Sergeant Cribb meticulously solves one crime during a six-week series.

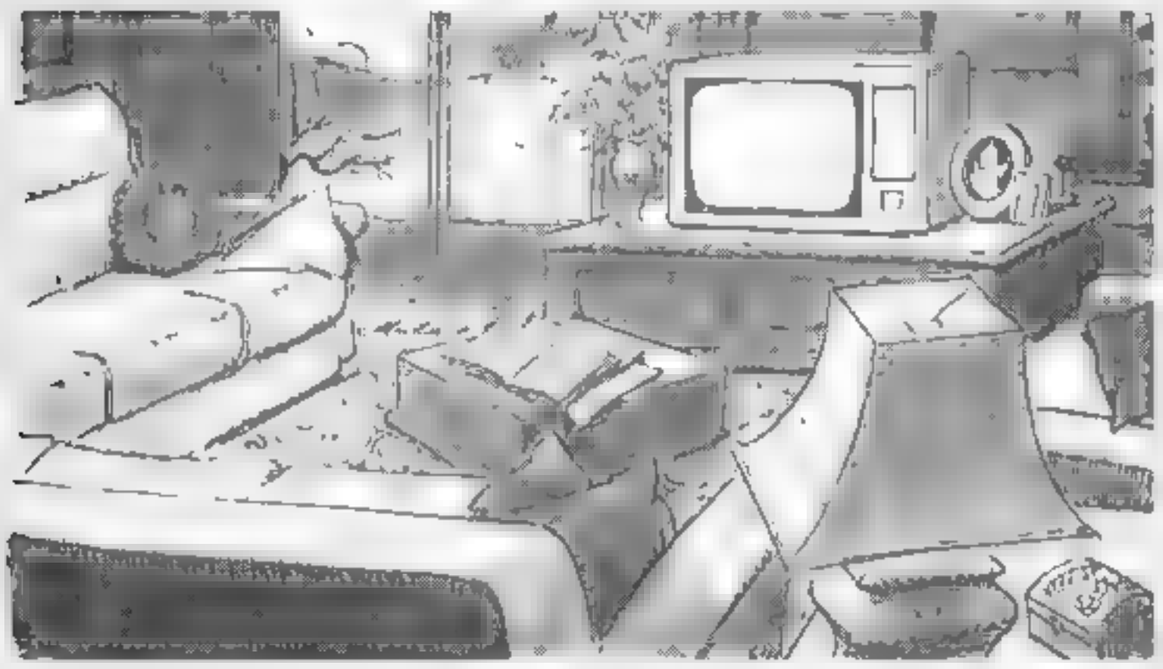
TV shows worth watching are those of the Public Broadcasting System. Many of us lower creatures accept this snob's eye view of television without argument, and just assume that PBS programming is for deep thinkers, while commercial TV is for idiots like ourselves. But now, MAD dares to ask the penetrating question: Says who?!? Our lowbrow staff has sought to find the answer, and we herewith offer our impartial findings on:

S FROM COMMERCIAL TV

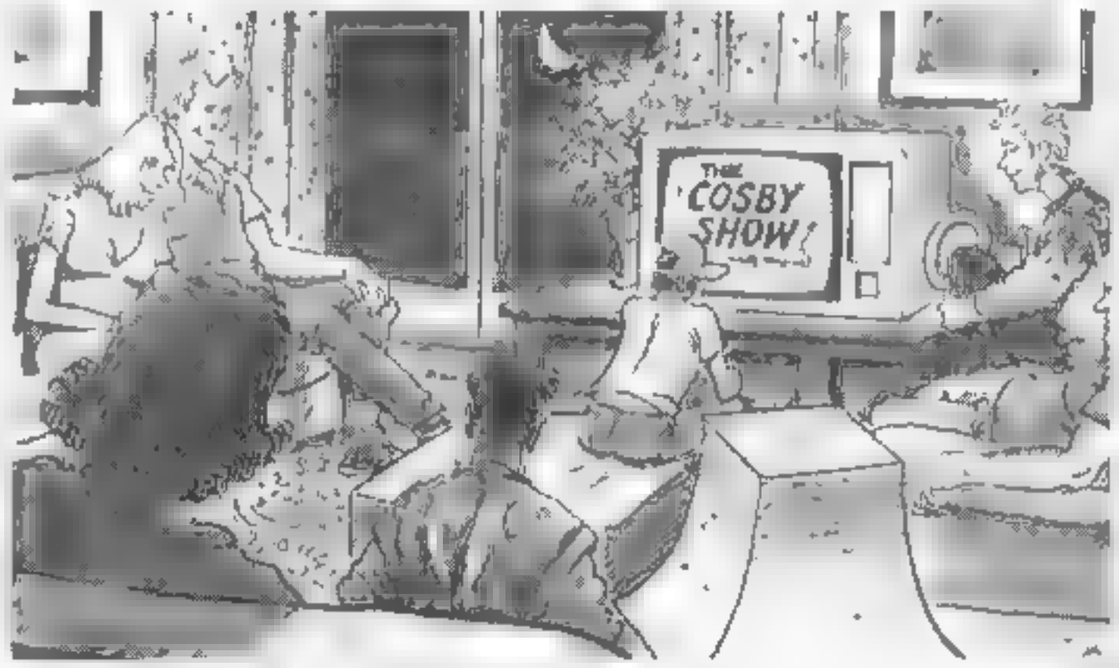
ARTIST: HARRY NORTH WRITER: TOM KOCH

Commercial TV calls it "entertainment" when some heavyweight picks Door Number 2, and is rewarded with a $300 washing machine that she doesn't need.

P.B.S. calls it "enlightenment" when the same lardo gives $300 to the station's annual pledge drive and is rewarded with a T-shirt that she shouldn't wear.



In a cowardly fashion, commercial TV airs its serious public affairs programs on Sunday morning because that's when virtually no one is watching.



Boldly, P.B.S. airs its serious public affairs program during prime time every night of the week because virtually no one is ever watching.

On commercial TV, half-hour shows actually end in 28 minutes so the network can throw in three quick ads for a deodorent, a dandruff cure, and a hemorrhoid suppository.

On P.B.S., half-hour shows actually end in 26 minutes so the station can throw in three long program promotions for "Death in Central America," "Spotlight on Abortion" and "Our Rotting Slums, Part IV".

THE MALADY LINGERS ON DEPT.

Old TV shows never die, they just go into syndication! Unfortunately, the same can be said for their ridiculous opening themes! With that in mind, MAD now looks back on four popular tunes you can hum, sing and quickly forget! Here's MAD's...

TV THE

M*A*S*H

Those copters flying in once more
Bring in the wounded by the score;
So what's a little blood and gore
When Hawkeye's here with quips galore?
'Cause sewin' someone's gut up
Is fun when you're a cut-up,
And much more entertaining on TV!

Those bullet holes, they make a mess,
And open wounds, they just depress,
But Klinger in a see-through dress—
Well, that's the road to sure success!
When shrapnel's in the colon,
Just keep that laugh-track rollin'—
It's much more entertaining on TV!

*The rules of M*A*S*H we all obey—*
A GI's death is deemed okay
Unless it's getting in the way
Of Hawkeye cracking up B.J.!
Who cares if someone's dyin'—
We'll keep those wisecracks flyin'—
They're much more entertaining on TV!

THE MARY TYLER MOORE SHOW

Who can make it big...in her car-eer?
Who can reach the peak of fame
And sud-denly find...it's down-hill from here?
*Well, it's Mar-y—and now we **know**...it!*
Who'd..have..thought with all of her acclaim that—
*She'd **blow**...it!*
Rhoda stayed on top—
So did Ted Bax-ter;
Mary traveled on—
And soon they axed...her!
She nev-er..made..it..af-ter...all!

She can still bounce back—don't think she can't!
Even though it's now too late
For try-ing to get...a job on "Lou Grant!"
*Maybe youthful roles...don't quite suc-**ceed**...now—*
*Maybe "Golden Girls"...is more her **speed** now!*
She just might make it af-ter...all!

EME SONGS

ARTIST: SAM VIVIANO WRITER: FRANK JACOBS

THE FLINSTONES

__Flint__-stones! What are __Flint__-stones?
They're a rip-off like you've __nev-er...seen!__
__Flint__-stones! Fighting __Flint__-stones!
They're "The Honeymooners" __lift-ed...clean!__
__See...how...__they keep battling all day through!
__Let's..hope..some day...__that Gleason will sue!
__When..you...__watch the __Flint__-stones—
You'll soon realize that Barn-ey
Is __no...Art...Carn-ey!__
It happens __ev-ry...time!__

__Flint__-stones! Flaky __Flint__-stones!
Where the animation's __for...the...birds!__
__Flint__-stones! Dig those __Flint__-stones!
When they talk, their lips don't __match...the...words!__
__You'll...love...__all their clever Stone Age schticks—
__If..your..I.Q....__is below 46!
__Tune...in...__to the __Flint__-stones!
Fred and Wilma soon will show..up
And __then...you'll...throw..up!__
It happens __ev-ry...time!__

THE TONIGHT SHOW

MONDAY

Here's the "To-__night..Show__"—
Wow! What a treat!
Till you dis-__cov-er__
It's a repeat...

TUESDAY

Here's the "To-__night..Show__"—
Seen coast-to-coast!
Carson won't __be..here__—
Shandling's your host...

WEDNESDAY

Here's the "To-__night..Show__"—
Some show we've got!
Ed's here as __al-ways__—
Johnny is not...

THURSDAY

Here's the "To-__night..Show__"—
Long may it reign!
Doc's here with __mus-ic__—
Johnny's in Spain...

FRIDAY

Here's the "To-__night..Show__"—
Still in high gear!
Starring __Joan Riv__-(oops)—
LOOK! JOHNNY'S HERE!

For Outstanding Achievement In Stretching A "Two-Hour Idea" Into A Five-Part Mini-Series

Best Performance By An Actor Or Actress In A Talk Show "Plug" For A Failing Series

STATUES OF LIMITATIONS DEPT.

TV EMMY AWARDS

Best Dramatic Series Kept On By A Network As An Example of "Quality Programming"...Despite The Fact That No One Ever Watches It

For Outstanding Achievement In Creating A Maudlin, Tear-Jerking Scene In A SitCom When The Writers Couldn't Think Of A Funny Ending

Outstanding Achievement In SitCom Writing For the Best-Disguised "Re-Working" Of An Old "I Love Lucy" Plot

Most Innovative Use Of A Car-Chase Wind-Up In An Action/Adventure Series To Cover Up Bad Writing

WE'D LIKE TO SEE

ARTIST: MICHAEL MONTGOMERY WRITER: MIKE SNIDER

Best Scene Or Line Of Dialogue Used Out-Of-Context In A Network Promo To Make A Show Look More Titillating Than It Actually Is

For Outstanding Achievement In Packing A Dramatic Show Episode With Over-The-Hill "Guest Stars" That Nobody's Heard Of For Over Ten Years

THICKE TO OUR STOMACHS DEPT.

A few years ago when Alan Thicke's excessively boring late night talk show was taken off the air it was cause for TV viewers everywhere to rejoice. Unfortunately the multi-untalented Thicke is back with a new show and it's giving us...

Hi, I'm **Jokesson Deseaver,** ABC's answer to **Bill Cosby**—Which helps explain why **ABC** is in **last place!** Coz and I have a lot in common! We're both successful TV doctors with families and we both have successful career wives!

I'm **Ban,** the smart-assed nine-year old! Dad, you forgot to mention the **main difference** between **Cosby** and **you!**

It's obvious—I'm **White!**

More obvious than **that!** He's **funny!** Even his **Jello pudding commercials** get **bigger laughs** than **anything you've ever done!**

I'm **Muggie Deseaver!** I'm a sexy wife, a caring mother and a successful career woman! Despite all this, I **still** manage to be **bland** and **boring!**

I'm **Carob,** the 13-year old daughter! I wanted to be different than the **other nerds** on **sitcoms,** so the producers let me **wear glasses. Creativity abounds** on this show!

I'm **Syke,** their sex-hungry teenage son! Mom and Dad used to **bug** me about spending so much time **thinking** about **girls,** until I said, "OK, I'll **think about guys!**"

roaning Pains

ARTIST· ANGELO TORRES

WRITER· LOU SILVERSTONE WITH DICK DE BARTOLO

Dad, why is Mr Bumbray **lying** on the **table?**

Mr Bumbray **lies** no matter **where** he is, Syke! He **lies** on the **table,** he **lies** on the **floor,** he **lies** in his **office,** he **lies** to his **friends**— Mr Bumbray is a **pathological liar!**

Who told you I was a **liar?**

You did!

And you **believed** a **liar** like **me,** Doc? Then **you** can't be too **bright!** But I can't be too bright going to a not-too-bright **shrink!** Of course, I could be **lying** about you not being too bright.

PUFFED EGOS

Jokeson, why is your patient lying on the **kitchen table?**

Because the **stove** is much **too hot!**

Oh, Jokeson, you **always** say the **funniest things!**

Hey, lady, **I'm** the **liar around here!** Why don't **you** get yourself **another psychological problem!**

HALF SOUR BRAIN

Actually, I'm seeing patients in the **kitchen** because my **office** is **being painted!** Well, not my **entire** office, just the **ceiling!**

How come you're just having the **ceiling painted?**

It's being done by that **patient** I was telling you about— the guy who thinks he's **Michelangelo!**

Too bad you can't find a **patient** who thinks he's the **Tidy Bowl Man!** The **toilet** can use a **cleaning!**

PINK FREUD OFF THE WALL

THE SHRINK -IS IN-

Mr Bumbray, **I can help you! Before** you speak, **pause** a second and **think about** what you're **going to say!** That way, you'll be able to **see** the **lie forming** in your mind and **transform** it back into the **truth before** you **blurt it out!**

Hey! That sounds like **good advice,** kid! **Thanks!**

Hey, Ban, where and how did **you** learn to **see** so **perceptively?**

What's the **big deal,** you've never heard of a **child psychologist?**

AMA

Have a nice day, everyone!

Wait a second, Bumbray! What about my **fee?**

I'll put your **check** in the **ma——ooops!** I almost **lied!** The **truth** is I'm **not ever** going to mail you a **check!** I plan on screwing you out of the money, Deseaver!

See, don't you **feel better** about **not lying,** Mr. Bumbray?

You know something, kid, I feel **pretty terrific** about it!

Yeah, well why is it **I don't feel so good** about your sudden **switch** to **honesty?**

Why don't you talk to this **kid** about it? He may be able to **cure** even a **helpless case** like **you!**

Now will everyone please **butt out** and let **me** handle my next patient?

You've got to help me, Doc! I'm always so **anxious!** It's awful! Even now I can hear my nerves **snap, crackle,** and **pop!**

Oh, this is **precious!** That's not your **nerves—** you're lying in a **bowl** of **Rice Krispies!**

FRUIT

NUTS

RICE

What can you do to help me **calm down?**

We must **delve** into your childhood, **explore** your feelings since birth, **examine** the dark recesses of...

Just take a **deep breath,** count to ten, and you'll feel a **whole lot better,** mister!

...and **most of all** we must get rid of that **child's voice** in your ear... ...that voice you **think** you've just heard **giving you advice!**

Baby and Child Scare

Hey, **thanks a lot,** kid! The **breathing tip** really **helped—I** feel a **lot better now** than when I first came in! That **boy** of yours is quite a little **treasure,** Doc!

Yeah? Well, the **pirates** had the right idea about **treasures— bury them!**

Hah hah! Always making **jokes,** eh, Doc?

How come when I say something **serious,** everyone thinks I'm **kidding?**

WHAM!

Doc, I feel **100% normal!** How much do I owe you for the **cure?**

I'll just charge you for the session **76 dollars!**

But I thought the charge was **$75** per session! Why the **extra buck?**

That's for the **Rice Krispies,** creep!

And what **hilarious neurosis** does **this** patient have?

I'm Edward Hughes, a rather adorable **klepto-maniac!**

Gee, Dad, is it safe to have a **maniac** loose in our house?

Sure! We have your **brother, Syke,** with us, don't we?!

Actually, Ban, **"Crazy Eddie"** isn't **really insane! Kleptomaniacs** just have a **compulsion** to steal!

Great! Maybe he can steal you some **funny lines,** Dad! You've been under too much **stress** trying to **come up with your own!**

The **school bus** is here, kids! **All out!**

It was nice meeting you, Mr. Hughes! If you're **hanging out** at the **mall,** I can use a new **stereo!**

Syke, Mr. Hughes **is a sick man!** Besides, you'll have to **wait your turn**—your mom ordered a **microwave** and I asked for a **VCR!**

LATER ONE EVENING

Yes, that's right! One with sausage, one plain, one with mushrooms, and one with everything...

Isn't Mom **terrific?** She **works** all day and still finds time to **order dinner out** every night!

Do you think we'll **ever** have a **meal** Mom **cooked?**

There's an **outside chance** if Mr Hughes **steals** that **microwave** she asked him for!

Hey, gang, try not to **drip sauce** on the **table!** Patients are complaining about **"food stains"!**

Let's act like we're **really interested** in the kids! How was **class today,** Carob?

Gross! We're supposed to bring our **fathers** to class for **demonstrations** about their **professions!**

What's so **gross about that?**

Well, Meg's father is a **proctologist,** and he **showed...**

Don't be gross!

That's **enough** interest in the **kids!** Now let's talk about **my favorite subject—me!** Today I had a really **fascinating patient,** a truly **split personality!** He was **half gentle** person and **half deranged killer!**

Wow! Were you able to **cure him?**

Yep! Now he's just a **totally deranged killer!** I believe it's better to make a **person whole,** to be **something** rather than just a **wishy-washy nothing!**

Hmmm... That's like the **bland leading** the **bland!**

I had a **good day,** too! I made a **move** on that **blonde cheer-leader, exchanged numbers** with that **doll** in my **chem class,** and had **lunch** with the **entire girls' volleyball team!**

Now I know why you're always **too tired** to do your **homework!** You should be **grounded!**

Let's not be **too hasty,** Muggie! We **therapists** believe in reaching out to people with **normal, typical problems,** and Syke, here, is just a **normal teenager** with **typical problems...**

His **problems** are **normal** and **typical** only for **wild animals in heat!**

Syke, don't you realize that **books** can be as **important** and as **pleasurable** as **girls?**

Frankly, I think those who'd rather **curl up in bed** with a **good book** have the **problems!**

LUST LAUGH DEPT.

Your **ceiling's finished,** Doc! By the **second coat,** I got **over** the feeling I was Michelangelo—that **hack** would **never** give **two coats** to a **ceiling job!** I'll write you out a **check...**

Fine! Make it for **150 bucks,** Picasso!

How come, Doc? I thought your consultation fee was **75.00!**

Yes, but **you** have to pay the **ceiling price!** It took **two coats** to **cure you,** remember?

POST NO BILLS

BUONARROTI SCAFFOLDING CO

I SURVIVED THE SISTINE CHAPPEL

And please **come back** if you ever feel you're **another** famous person like **"Mr. Clean"!**

Why do you say **that?** Is it my **bald spot?** Do I **look** like **"Mr. Clean"?** I'm so **easily influenced** by **others** that I **become** the **person** I think they really **want me to be!**

The only way you can find out if you really **are "Mr. Clean"** is by scrubbing the **upstairs bathroom,** polishing the new **microwave oven** and washing off the **kitchen couch**...er, I mean the **kitchen table!**

Dad's moved back to his **office** and he's got a **brand new patient,** so **walk very quietly!**

Don't worry, Carob. I **won't disturb him!**

It's me! I don't want you to **disturb!** I'm trying to **listen through** the **door!**

Doctor, please **help me,** I'm **desperate!** I have two sons—one's a **snot-nosed brat,** the other's a **sex maniac!** My daughter's a **nerd,** and my husband's a **conceited, self-centered, no-talent egotist** who thinks he's **so cute...**

I'M THINKE OF SWITCHING TO TV THROW

GO VAN GOGH

Okay, **Muggie,** that was **very good!** You got out all your **little hostilities** and I'm sure you're **feeling better** already! And to make you feel **even better,** I'm only going to **charge you $50.00** for this **session** instead of the **usual $75.00!** How's **that?**

SANG FREUD

BAM! POW CRASH!

Actually I feel better **now** that I've **acted out** my **hostility** instead of just **talking about it!** As a matter of fact, I feel **so good** I'm going to give you the **full $75.00!** How's **that?**

A FREUD NO MORE

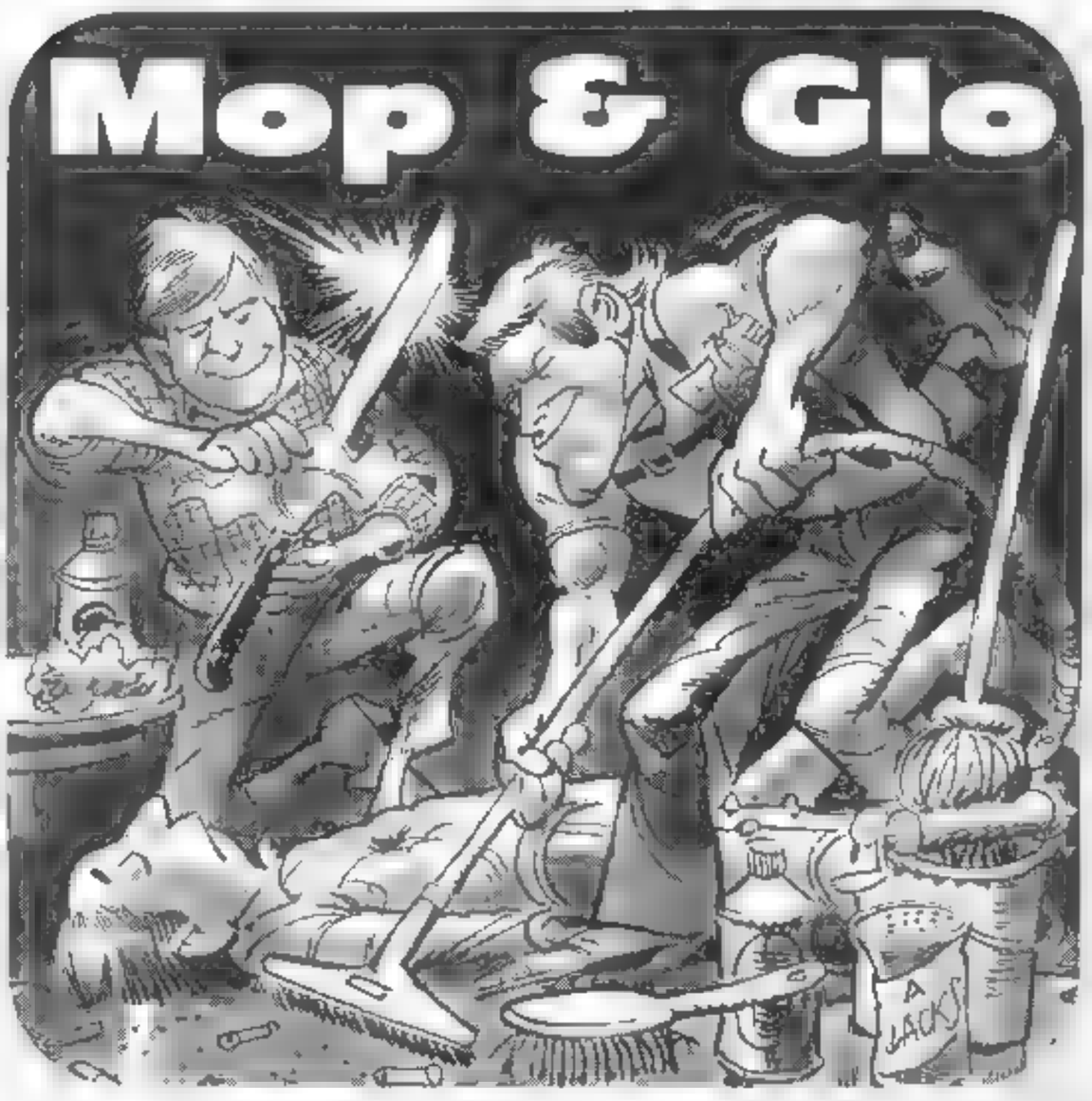
MAY THE FORCE BE WITH TWO DEPT.

When it comes to police shows on TV, the networks have been very successful in feeding us viewers a steady diet of cop "teams," a pair of dedicated crimefighters with colorful personalities and even more colorful names: Cagney & Lacey, Simon & Simon, Hardcastle & McCormick, Scarecrow & Mrs. King, Starsky & Hutch, Macgruder & Loud, Tenspeed & Brownshoe, and so on. We figure it won't be long before network execs *really* reach the bottom of the barrel and get so gimmicky in their lame attempts to attract viewers that they introduce these...

UPCOMING TV COP "TEAMS"

ARTIST: JACK DAVIS WRITER: CHARLIE KADAU

Cash is Sgt. Augie "Cash" Pooster. Carry is Det. Gloria "Carry" Bunting. Together, they keep the aisles of Detroit's 7-11 stores safe for middle-of-the-night shoppers. In the first episode, the team is pushed to its breaking point as Cash and Carry come face to face with a gang of thugs who heat their sandwiches in the store's microwave *before* paying for them.

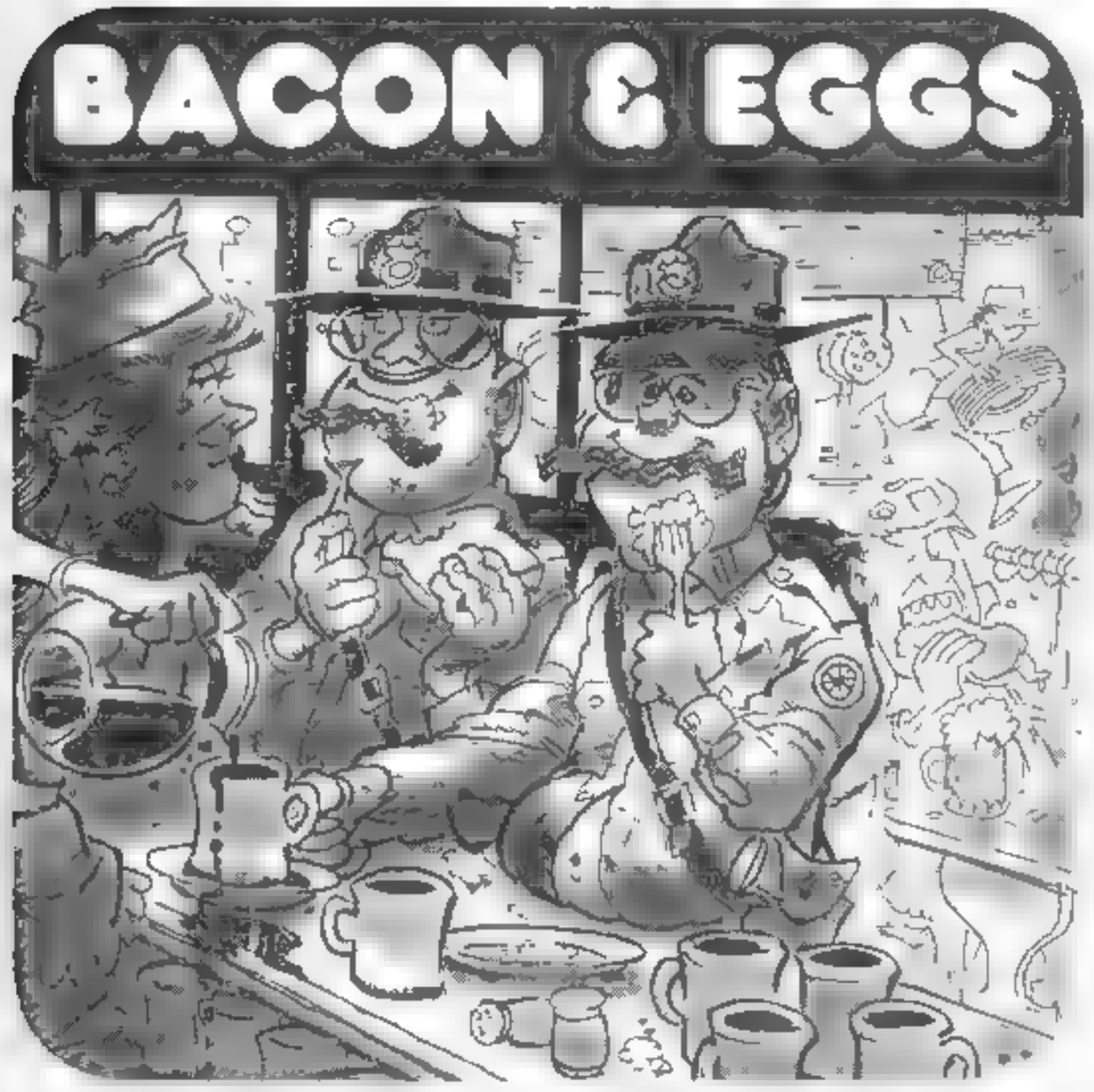


Victor Mop and Walter Glo are the two top forensics experts at the FBI. The catch? They're also compulsive neat-freaks. At murder scenes, after dusting for fingerprints, they can't keep themselves from polishing, mopping and vacuuming. Since the producers are so confident that Mop & Glo will be a hit, they've already begun work on a spinoff series called Spic And Span.

BITCH & MOAN

In this series' pilot episode, rookie cops Douglas Bitch and Cindy Moan are assigned to the same squad car, leaving them more than enough time for their favorite activity: complaining! Whether it be about their itchy uniforms, their hard-nosed sergeant, the lousy shift, the crummy pension plan, each other's bad habits, or anything else that comes to mind, Bitch and Moan do nothing but grumble for 60 solid minutes.

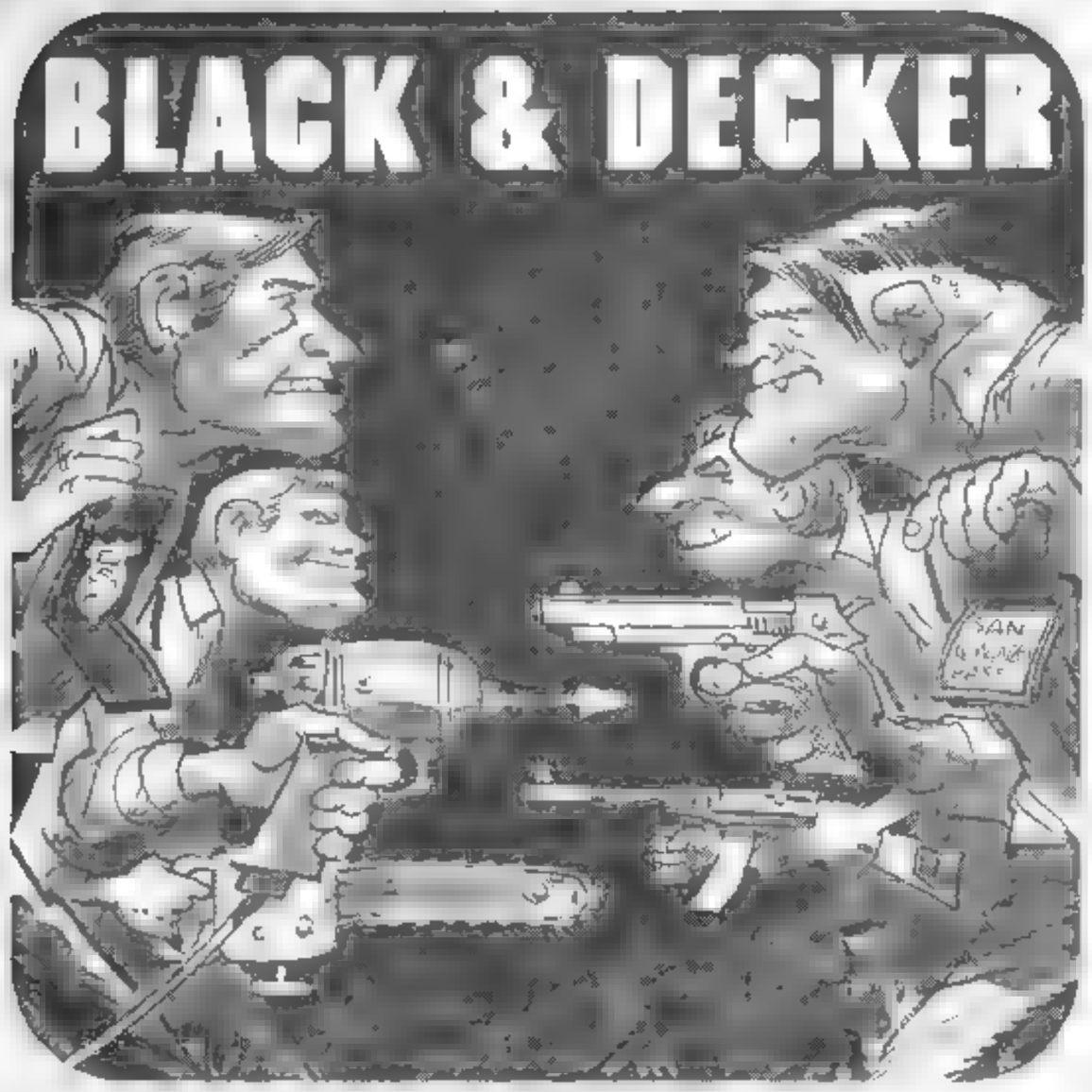
BACON & EGGS



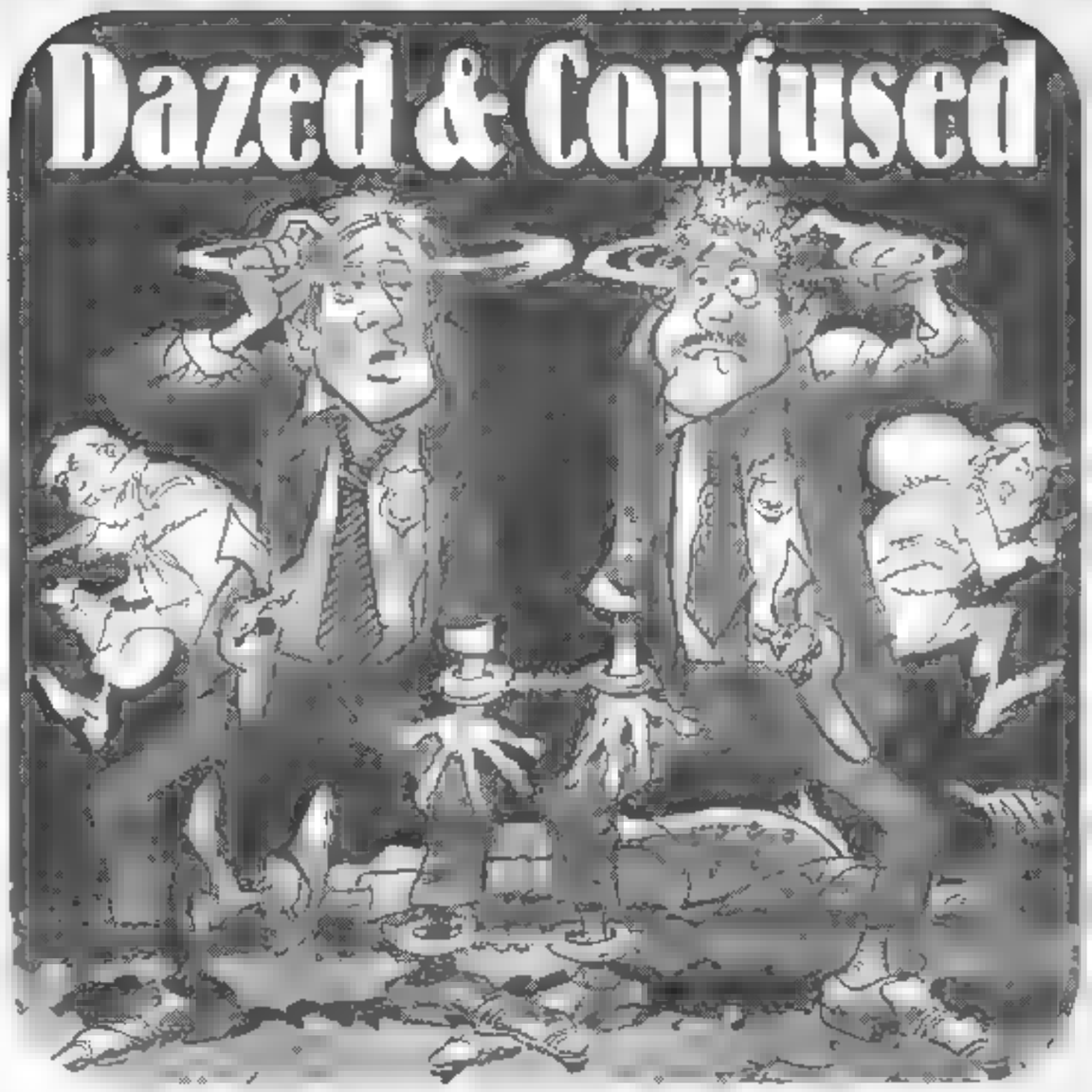
As soon as Harlan County Deputies Jack Bacon and Andy Eggs go on duty, they head straight for Edna's Diner, where they spend the next eight hours belly-up to the counter enjoying breakfast, chatter with truckers and Edna's bottomless coffee pot. In the unlikely case smugglers,. hijackers or serial killers stop by, they've got to deal with Jack and Andy!

SURF & TURF

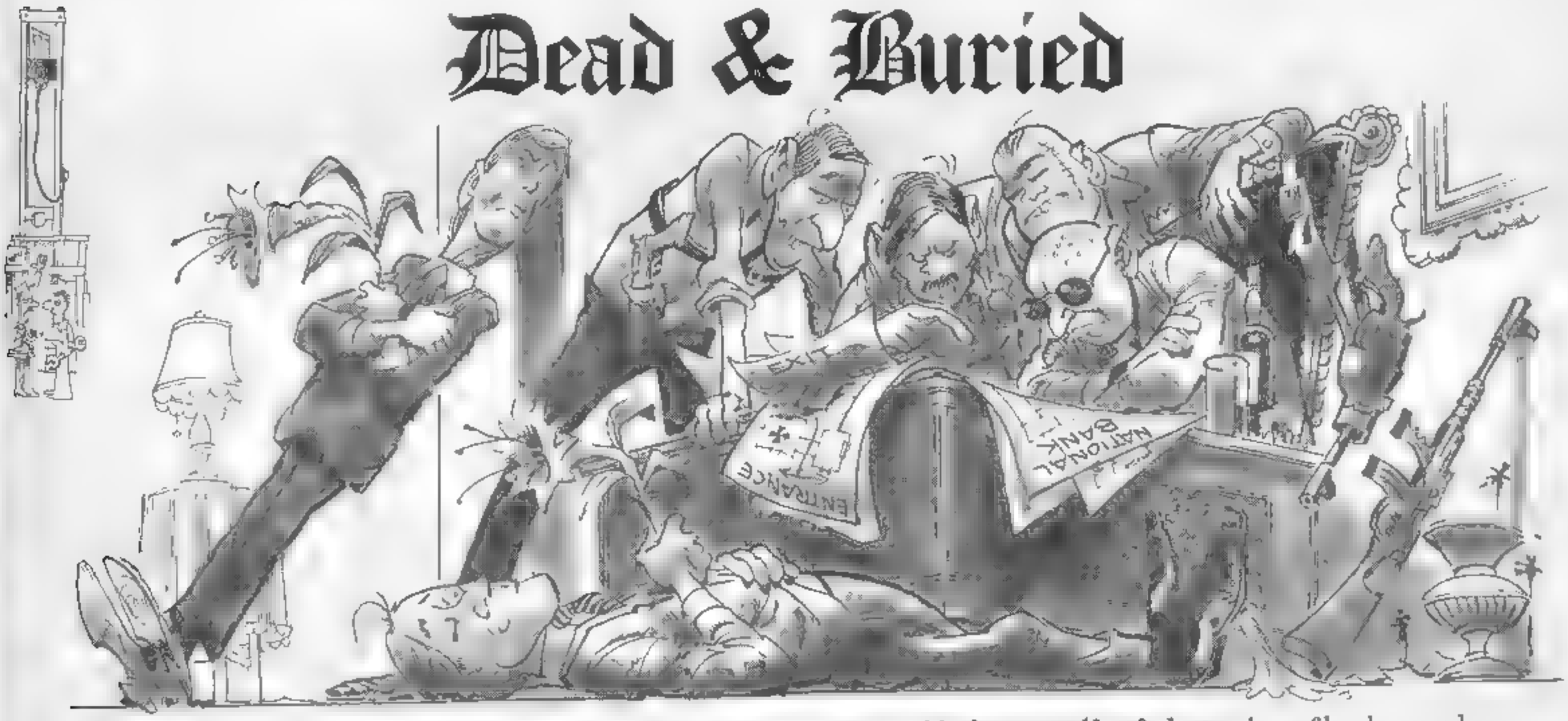
Asbury Park's Danny Surf and Danny Turf are Private Investigators who share the same first name and only accept cases which can be solved without leaving the beach or boardwalk area. Because of this, most episodes revolve around car keys lost in the sand, rigged amusement pier arcade games and illegal taffy operations.



Plainclothes detectives Leo Black and Harry Decker work undercover for the Chicago Police Department. Unable to carry handguns, billy clubs or handcuffs, they use power tools to protect themselves and bring outlaws to justice. This season, Black and Decker foil a hijacking with a power drill, uncover corruption in City Hall with a sabre saw and round up a prostitution ring using an orbital sander. A must-see for crime buffs and carpenters alike.



When a case that really isn't important comes up, it's assigned to detectives Chet "Dazed" Harris and Cliff "Confused" Anderson. The pair can always be counted on to not only misunderstand their instructions, but to completely forget who they're looking for. They become handcuffed to each other at least twice each episode and frequently misplace their squad car. Despite this, they solve a case each week—but not necessarily the one they're trying to.



Dick Dead and Barry Buried are not your average run-of-the-mill private eyes. Using East Indian breath control techniques, they can remain completely stiff and motionless for hours at a time. This, coupled with their ability to give off the smell of decaying flesh, makes them the perfect pair for infiltrating hideouts of organized crime kingpins, who have no misgivings about revealing their secret plans in the presence of what they think are corpses.

AND SURVEY WE GO! DEPT.

Because we at MAD truly care about what our readers think, we have commissioned a series of special polls scientifically tailored to reflect your views and opinions on matters of im-

MAD'S READER

PART I:

1.) Which pair of TV characters are the least significant: The two female detectives on *Miami Vice* or the two male detectives on *Cagney And Lacey*?_____

2.) Which TV show title reflects the most creativity?
____*Mary*
____*Newhart*
____*Valerie*

3.) Which *Saturday Night Live* alumnus has gone on to greatest success?
____Gary Kroger
____Brad Hall
____Robin Duke

4.) Which causes a stronger reaction among the American viewing public: Heather Locklear in a V-neck sweater or Dan Rather in a V-neck sweater?
_____

5.) Who looks tallest on a three-inch diameter TV screen?
____Gary Coleman
____Emmanuel Lewis
____Dr. Ruth Westheimer

6.) Which TV sitcom would be in the least amount of trouble if the use of a laugh track was suddenly banned from network television?
____*Punky Brewster*
____*Silver Spoons*
____*Gimme A Break*

7. Which made more sense: The filming of the 85–6 season premiere of *Magnum, P.I.* in rainy England instead of sunny Hawaii, or the filming of the 85–6 season premiere of *Miami Vice* in New York City instead of Miami?
_____

8. Which of the following telethons do viewers feel most guilty about never watching?
____Muscular Dystrophy
____Multiple Sclerosis
____United Negro College Fund

9. What is currently the single worst time slot on television?
____Preceding *Sunrise Semester*
____Opposite *The Cosby Show*
____Following *Roger Mudd's American Almanac*

10. Which TV actor has had an easier time making the transition from TV to movies: Henry Winkler or Tom Selleck?_____

11. Who has done the most on television to set back the image of their representative group?
____*Who's The Boss*' Tony Danza (Italians)
____*Golden Girl*'s Estelle Getty (Senior Citizens)
____*Dynasty*'s Joan Collins (Senior Citizens)

portance not only to our society, but to the entire world as well. So take off your shoes, sit back, and with a pencil, pen, magic marker or paint roller, answer the questions in...

OPINION POLL

TELEVISION

WRITER: JOHN PRETE

12. Which TV star most overestimated their importance to a show when they tried to squeeze more money out of the show's producers?
    ____Suzanne Sommers *(Three's Company)*
    ____Larry Hagman *(Dallas)*
    ____Herve Villechaize *(Fantasy Island)*

13. On which TV show is the program's contents most unbelievable?
    ____*Dynasty*
    ____*Lifestyles Of The Rich And Famous*
    ____*World Wrestling Federation Superstars Of Wrestling*
    ____*The NBC Nightly News With Tom Brokaw*

14. During the 85–86 TV season, who was easier to understand: O.J. Simpson on *Monday Night Football*, Joe Namath on *Monday Night Football* or Lt. Castillo on *Miami Vice*?____

15. What is the silliest name TV writers have ever come up with?
    ____Beaver ____Opie
    ____Festus ____Tattoo
    ____Lurch ____J.R.

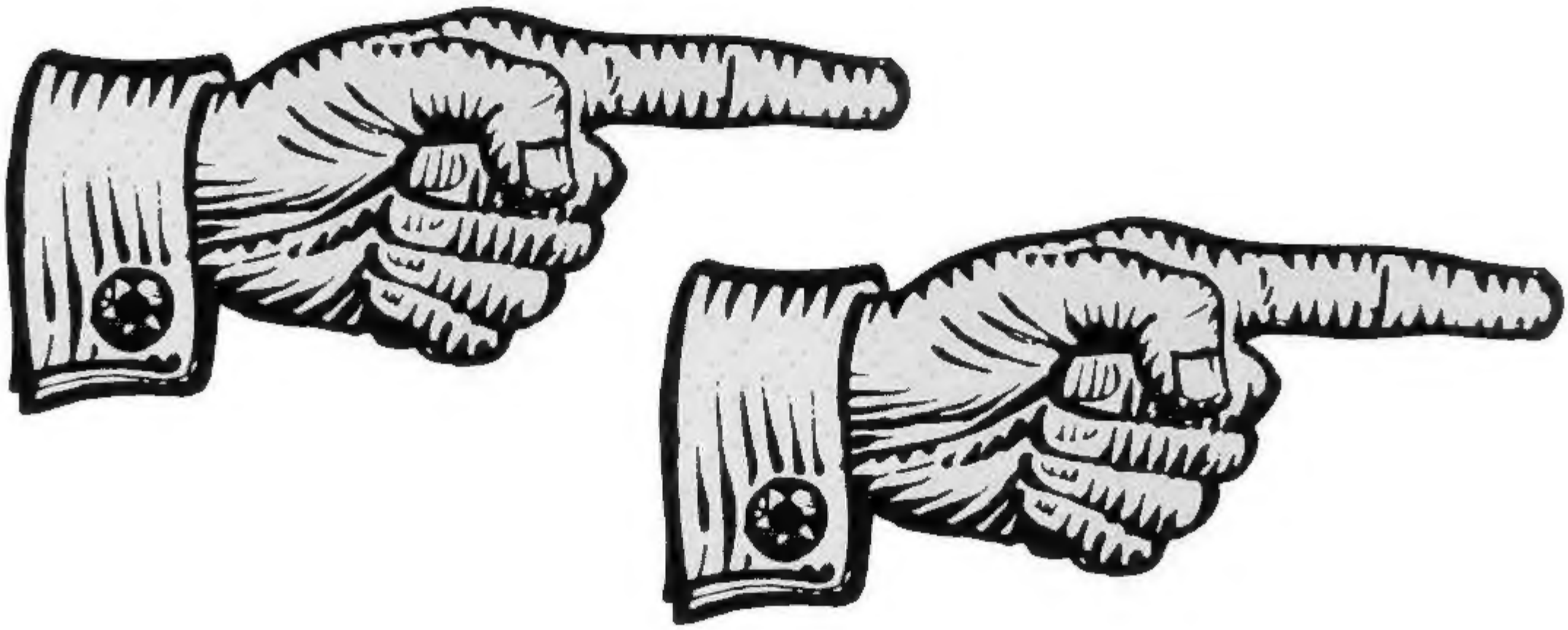
16. Which TV characters live most within their financial means, given their TV profession?
    ____Crockett and Tubbs (police detectives in Miami)
    ____The Golden Girls (retirees on Social Security)
    ____The Equalizer (one–man vigilante squad who never discusses his fee)

17. Which set of TV characters is most likely to give in to the never-acknowledged sexual tension that exists between them and slip between the sheets?
    ____Matty and David *(Moonlighting)*
    ____Tony and Angela *(Who's The Boss?)*
    ____Amanda and Scarecrow *(Scarecrow And Mrs. King)*
    ____Rick and DeeDee *(Hunter)*
    ____Hugh Downs and Barbara Walters *(20/20)*

Thank you for taking part in our reader poll and helping to influence the television viewing habits of people everywhere! In order to make your opinions known where they'll count, send copies of your completed polls to the following men in envelopes marked "Private-Confidential": Brandon Stoddard, Pres. ABC Entertainment, 1330 6th Ave., NY, NY 10019; Bud Grant, Pres. CBS Entertainment, 51 West 52nd Street, NY, NY 10019; Brandon Tartikoff, Pres. NBC Entertainment, 30 Rockefeller Plz , NY, NY 10020.

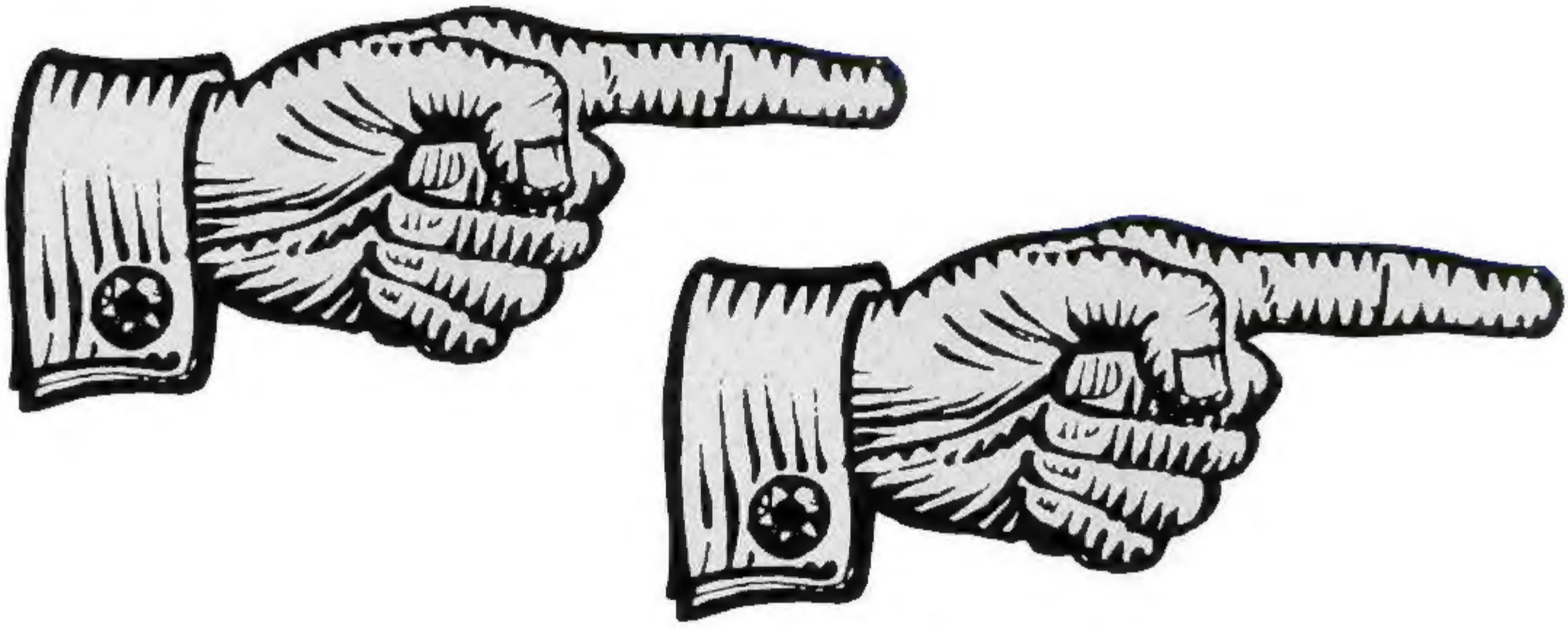
ONE THURSDAY EVENING ON WEST 12th STREET

ARTIST AND WRITER· DON MARTIN



Nothing to see here!

Please skip ahead.



WHAT KIND OF AID IS THE ADMINISTRATION OFFERING THE AMERICAN FARMER?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The American farmer is in trouble and desperately needs some kind of help. Fold the page in as shown to find out what the government is going to give him.

FOLD PAGE OVER LIKE THIS!

A► FOLD BACK SO "A" MEETS "B" ◄B FOLD THIS SECTION OVER LEFT

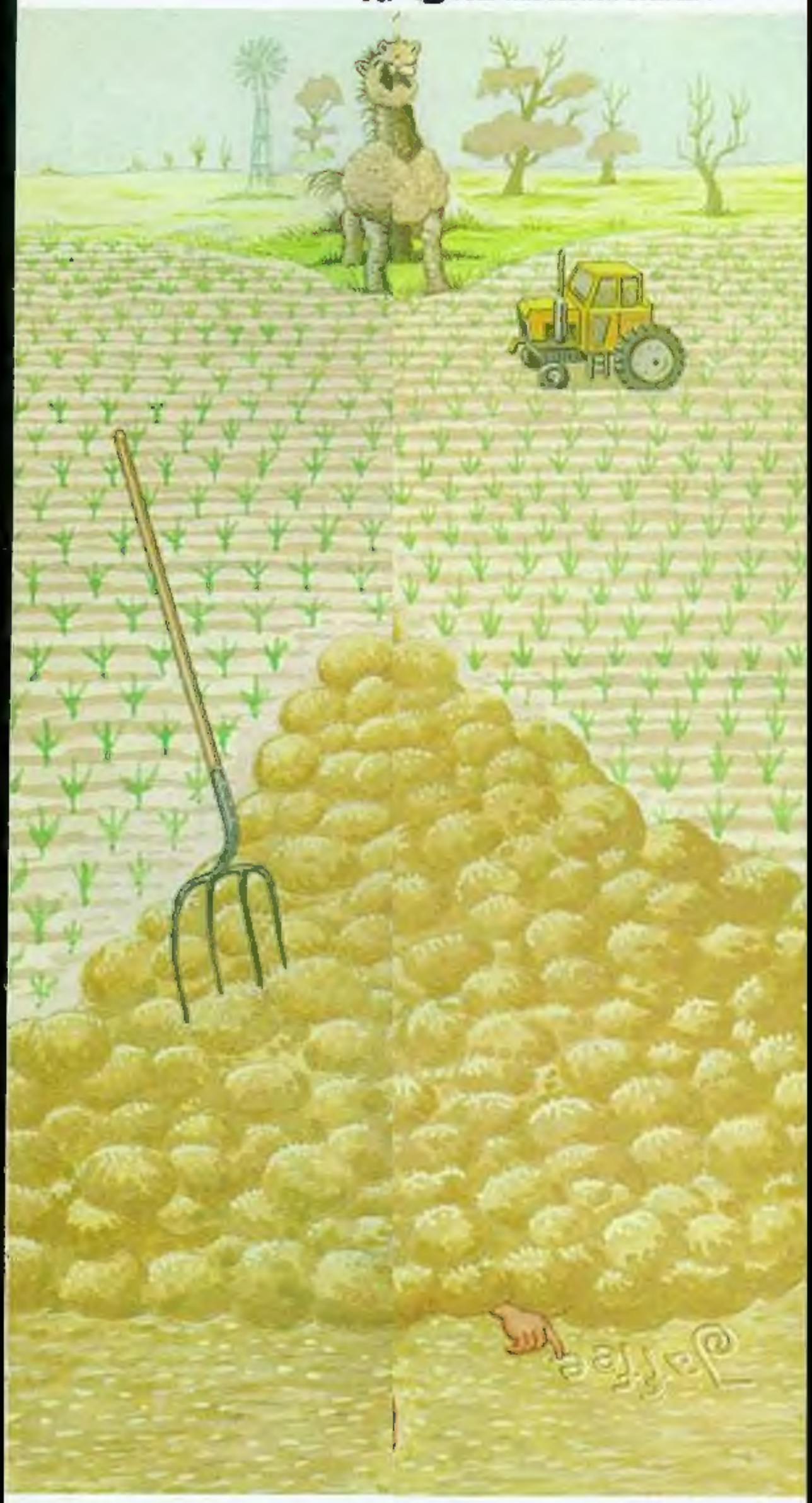
FARMERS ARE IN TROUBLE WITH BIG LOANS ON HOMES, LAND, AND FARM EQUIPMENT. THE ONLY COURSE LEFT IS TO SEEK AID FROM GOVERNMENT SOURCES...

A► ◄B

WHAT KIND OF AID IS THE ADMINISTRATION OFFERING THE AMERICAN FARMER?

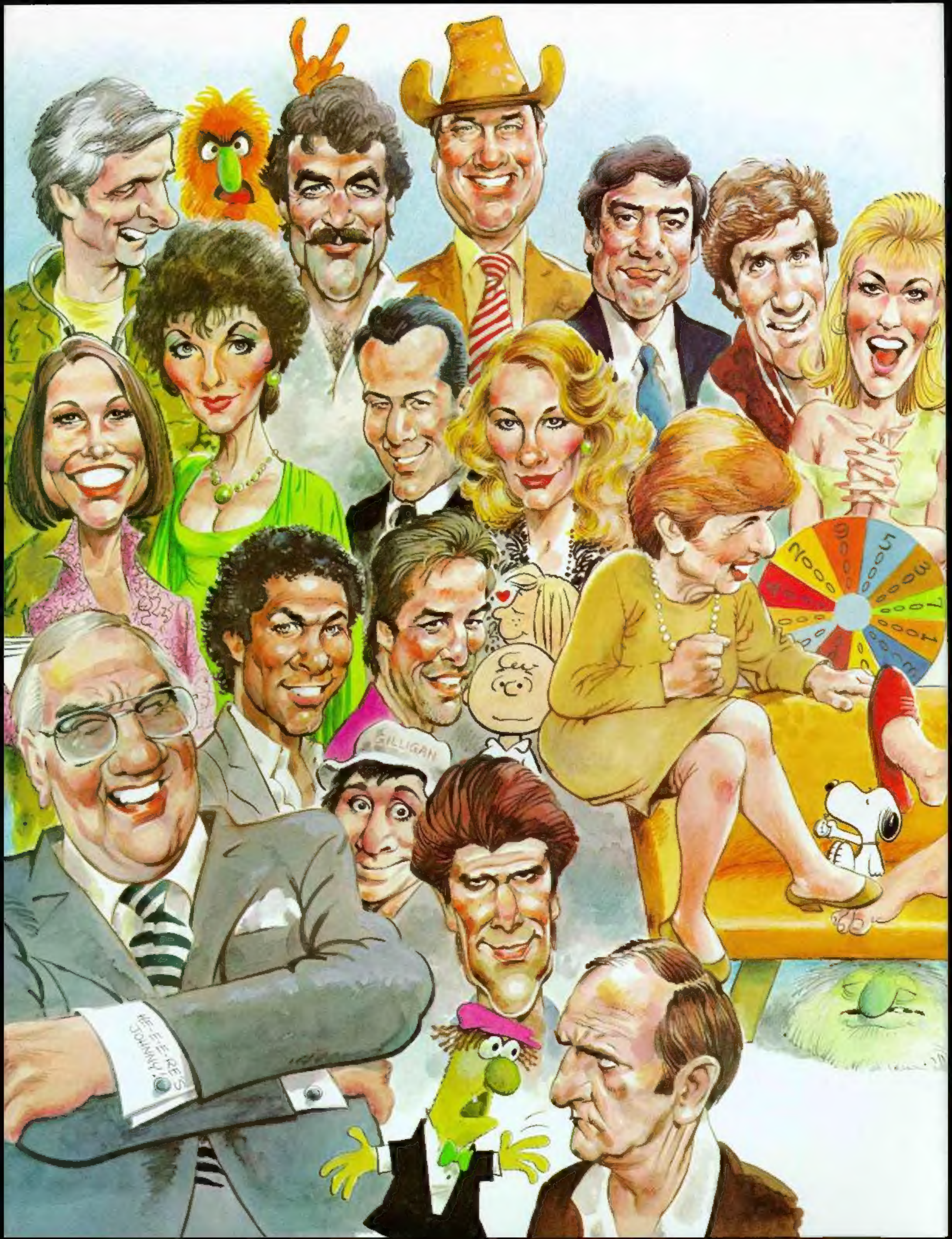
FOLD PAGE OVER LIKE THIS!

A› ‹B FOLD THIS SECTION OVER LEFT



HORSE
S...

A›‹B


HE-E-E-RE'S JOHNNY!
GILLIGAN